JANUARY 24, 1949 TECHNOLOGY DEPARTMENT PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
APR 18 1949
DETROIT

Another

MILLION

Letters in 1948!

WLS

WLS

Every year for the past 19 years WLS listeners have dropped more than a million letters into mail boxes . . . addressed to their old friend—WLS. In 1948 these loyal listeners sent 1,053,341 pieces of mail to their family station!
Twenty million letters in 19 years addressed to one station! Here's tangible evidence that WLS moves people to act . . . generates response—in short, that WLS Gets Results!

A Clear Channel Station

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE.
REPRESENTED BY JOHN BLAIR AND COMPANY.

FOUND!

The Missing Link

KMED - NBC

WHY KMED?

1 KMED is located in Medford, Oregon, the central city of the famous Rogue River Valley, hub of business activity for southern Oregon and three Northern California counties—vacation land and sportsman's paradise. KMED has an effective coverage area with a population of 350,000 people, with an effective buying income of $271,000,000 derived from lumbering, dairying, beef ranching, fruits and nuts.

2 Bank deposits in Medford banks on December 15, 1948, totaled $35,209,000, attesting to the economic security of the wage earners and farmers. Eighty-five per cent of the farms in this area are operated by the owners. Jackson County payrolls for the second quarter of 1948 totaled $7,024,802.64, a gain of $1,037,795.90 over the same period in 1947.

3 OPPORTUNITIES are legion for the time buyer on KMED—the only 5,000-watt regional station in Oregon outside of Portland

4 —the only NBC station between Sacramento and Portland—the pioneer station with more than 22 years of service to southern Oregon and northern California.

KMED *Links* THE WEST COAST with THE PACIFIC NORTHWEST

5,000 WATTS DAY

1,000 WATTS NIGHT

5,000 WATTS, NOW

K M E D

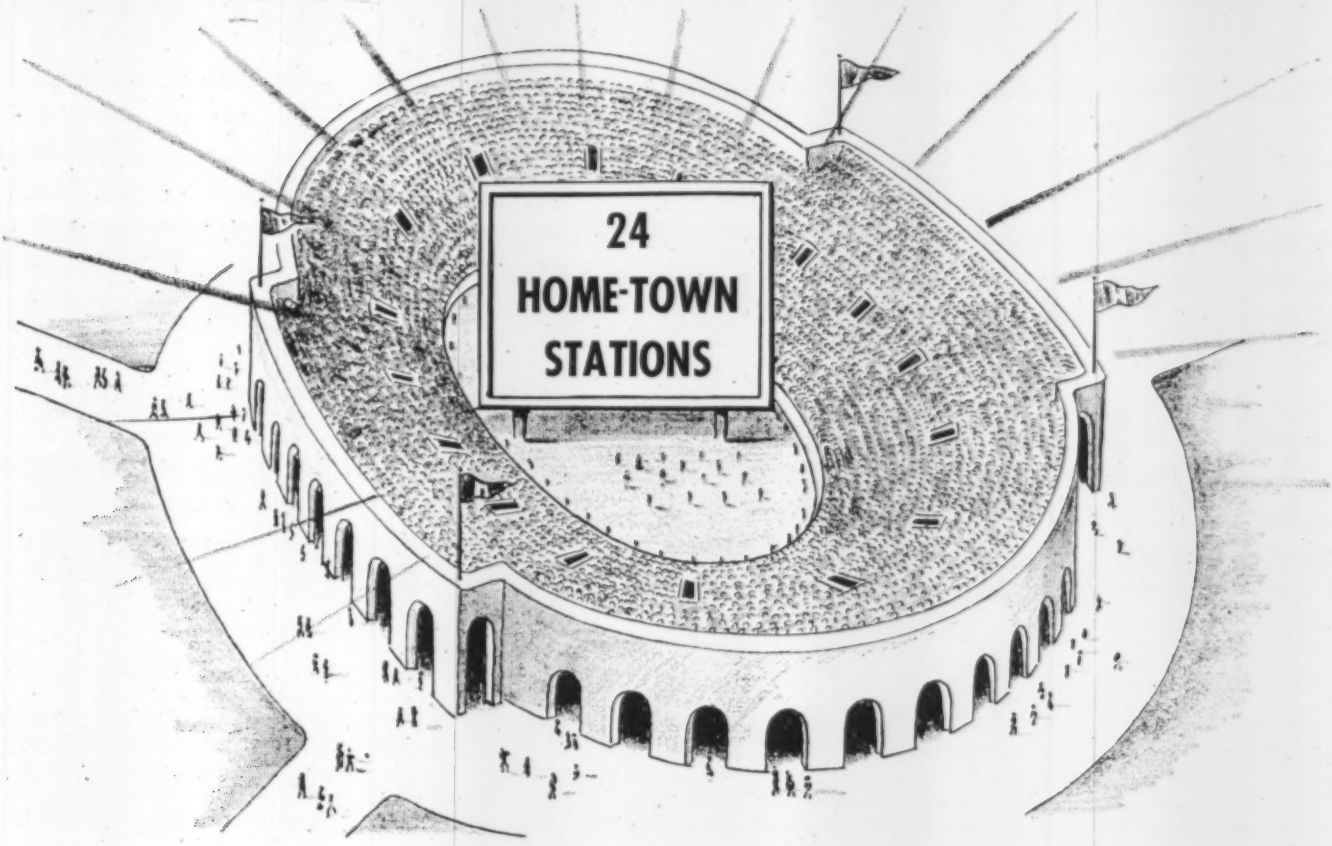
Lifts the NBC Parade of Stars over the mountain ranges between San Francisco and Portland

K M E D

Pushes these network shows, together with outstanding local and regional programs, into dozens of thriving, bustling communities surrounding the famous Rogue River Valley, in southern Oregon and northern California

K M E D

With the outstanding NBC shows as company, will enable your message to reach a large, consistent listening audience, when carried by its new high-powered signal.



How to buy MASS AUDIENCE for MASS SELLING in New England

Direct approach through Yankee home-town stations — the stations local merchants use regularly and successfully — is the way to obtain complete, more intensive coverage of this great mass market.

The greater effectiveness of this direct, smashing local impact over hit-or-miss coverage from a distance is not debatable. You are bound to make more progress and faster progress and more easily consolidate your gains with Yankee.

With 24 Yankee home-town stations you can carry your campaign to all New England at one time — reaching more people everywhere.

For more thoroughly co-ordinated selling and merchandising, more penetrating coverage in every city zone and suburban shopping center, choose New England's mass medium — The Yankee Network.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING at deadline

Closed Circuit

"TELEVISION has ended the era of the stuffed shirt." That quote, under Washington's unwritten journalistic code, cannot be attributed to its author. But if his identity were revealed, it would have reverberations up and down historic Pennsylvania Avenue.

FIBBER McGEE & Molly (Jim and Marion Jordan) have been approached by CBS. Their attorney, Loyd Wright, refuses to confirm or deny they are considering switch from NBC. Mr. Wright is also Jack Benny's counsel.

SUCCESSFUL use of radio by AFL unions in last national elections will be reflected in increased tempo of labor's use of radio in ensuing months. High level pow-wow of union heads with newly-elected pro-labor Senators held in Washington last week was counseled by Morris Novik, who headed AFL radio and appears slated for radio directorship, if he wants it. Novik "local cut-in technique" was credited in no small measure for election upset in getting out local pro-Truman labor vote.

FCC HAS DECIDED to call hearing starting Feb. 28 on three-way rivalry for $1,925,000 acquisition of *Louisville Courier-Journal* and *Times*' WHAS Louisville and associated AM and FM properties. Crosley Broadcasting bought stations, subject to FCC approval; Fort Industry Co. and Bob Hope each matched Crosley's bid under AVCO Rule. Because hearing may take several days and Commissioners' workload is heavy, tentative plans are to designate examiner to hold hearing.

NBC NEGOTIATING with U. S. Steel in attempt to entice the advertiser's *Theatre Guild of the Air* from ABC, where it is heard Sundays, 9:30-10:30 p.m. BBDO, New York, agency for U. S. Steel, asserts no decision made.

FEB. 20 is moving day in Fresno, Calif. KARM, old-line CBS affiliate, moves to ABC as KFRE, nation's newest 50,000-watter, shifts from ABC to CBS.

SUMMER HIATUS will be taken by *Philco Playhouse* sponsored by Philco Corp. through Hutchins Adv., New York, on NBC-TV Sundays 9-10 p.m., beginning perhaps as early as March. Decision whether show will return in fall to be made in June, when company annually sets radio and television schedules.

PORTENTS of greater turn-over in larger station properties seen in calls from investment houses seeking appraisals of stations in larger markets, based on network affiliations, gross receipts, net income and other factors unfamiliar to ordinary banking circles.

TOP-LEVEL talks between IATSE and IBEW to settle television jurisdiction now current. IATSE President Dick Walsh and IBEW President B. W. Tracy in consultation, with report

(Continued on page 82)

Upcoming

Jan. 25: American Marketing Assn. panel on "Television Information, Please," Hotel Commodore, New York.

Jan. 25: Academy of Television Arts & Sciences award banquet and seminar, Athletic Club, Hollywood.

Jan. 25-26: CBS Television Clinic for agencies and advertisers, Waldorf-Astoria Hotel, New York.

Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.

Jan. 28: Anti-Clear Channel Broadcasters meeting, Palmer House, Chicago.

(Other Upcomings on page 54)

Bulletins

CBS announced Saturday it obtained 15-year loan of $5,000,000 at 3½% interest with Prudential Insurance Co. of America. Network said closing of the long-termer was subject of many months negotiation and was sought to insure continuation of strong cash reserves in view of possible big expenditures for television development.

C. F. PARSONS appointed general manager of Zenith Radio Distributing Corp., wholly-owned sales subsidiary of Zenith Radio Corp. He has been sales manager of subsidiary organization since 1945 and replaces William W. Boyne, who recently became general manager of Zenith Radio Corp. of New York.

CHEVROLET Division, General Motors Corp., will include Midwest in hookup for NBC TV series *Chevrolet on Broadway* when coaxial cable is available. Time changed from Monday 8-8:30 p.m. to 8:30-9 p.m. Agency, Campbell-Ewald Co., New York.

Business Briefly

TWO SIGN FOR SPOTS • Block Drug Co. Jersey City, has signed with WGN Chicago for 6:45-7 p.m. (CST) news spot Tuesdays and Thursdays for 13 weeks from Feb. 1. New York Mail Order House renewed *Be Sweetland* Saturdays, 9:15-9:30 a.m. (CST) same station for 13 weeks from Jan. 22. Agency, Huber Hoge & Sons, New York. Block Drug's agency, Redfield Johnstone, New York.

DOG SHOW ON TV • National Biscuit Co., New York (dog biscuits) will sponsor telecast of dog show from Madison Square Garden, New York, evenings of Feb. 14 and 15 on CBS eastern TV hookup. Agency, McCann-Erickson, New York.

'NORA DRAKE' OFF NBC • Toni Co., Chicago, announced Friday that *This Is Nora Drake*, formerly on both CBS and NBC, will be heard exclusively on CBS at 2:30 p.m. (EST). Strip was carried on both networks experimentally during past eight months.

OH HENRY RENEWS • Williamson Candy Co., Chicago (Oh Henry candy bar), renews *True Detective Mysteries* on 485 MBS stations Sun. 4:30-5 p.m. (EST) Agency, Aubrey, Moore & Wallace, Chicago.

WILM NAMES BOLLING • WILM Wilmington, Del., names Bolling Co., New York, as national representatives effective immediately.

MARCH OF DIMES OPENING

OPENING of March of Dimes collection week will start with special broadcast tonight (Monday), 9:30-10 p.m. on ABC, featuring Don Ameche, Jimmy Durante, Nelson Eddy, Dinah Shore, Robert Armbruster orchestra and others. Show to be produced by Phil Cohan and written by Glen Wheaton.

Coy Foresees TV Thaw by April or May

FCC hopes to unfreeze processing of TV by April or early May, Wayne Coy, FCC Chairman, told CBS Television Clinic in New York Friday afternoon. He said Commission hopes it can provide for utilization of ultra-high band before end of year, with many applicants shifting from present band to UHF.

Chairman said UHF band offers hope many applicants can start construction this year, especially in cities where no provision has been made for stations in the present band. He indicated manufacturers can build sets capable of giving good reception on both bands.

Frank Stanton, CBS president, told opening day's session of three-day clinic that only war or major economic crisis can halt phenomenal rate of TV's growth. He warned against preoccupation with technical expansion in TV at possible expense of program content. He termed growth of TV audience in numbers and in discrimination "the greatest challenge broadcasting has ever faced."

Highlights This Issue

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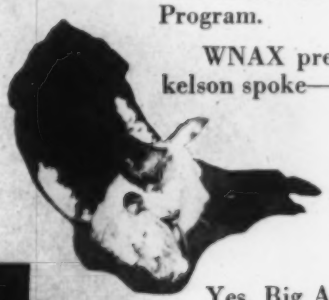
Governor George T. Mickelson, left, congratulates Hendricks, winner of WNAX's $1000 award.

Brookings County is part of SOUTH DAKOTA So is BIG AGGIE

BILL HENDRICKS and his family got $1,000 in merchandise and the thrill of their lives on October 14 when 6,000 persons jammed Brookings' Pioneer Park to honor them as South Dakota winners in the WNAX 5-state Farmstead Improvement Program.

WNAX presented the award — Governor Mickelson spoke—4-H boys scrambled for prize calves —The State College Military Band played—A free barbecue was served — and the WNAX Barn Dance Gang staged a 90-minute show to wind up the day's festivities.

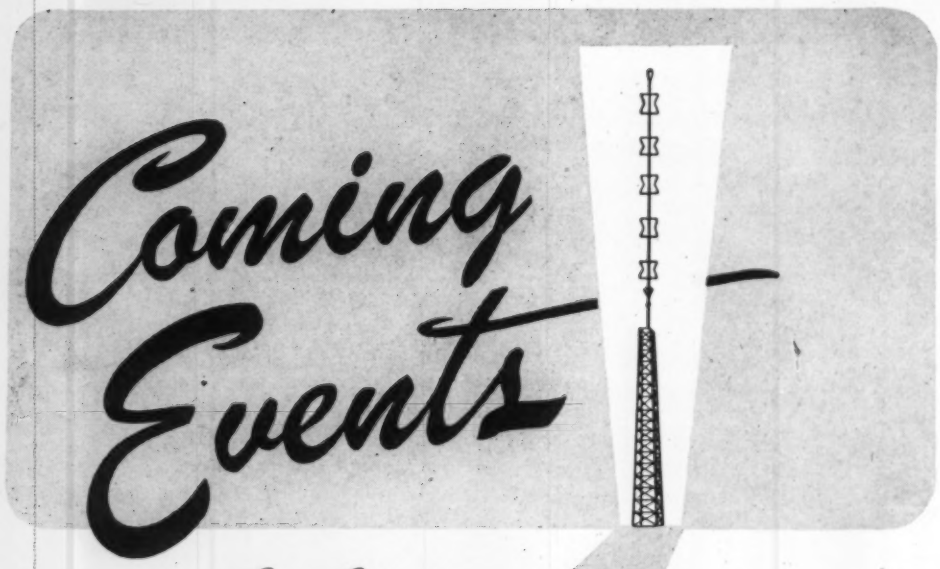
A 4-H lad risks his neck and that of the baby beef he's winning in the exciting calf scramble.



Yes, Big Aggie is part of South Dakota just as she is part of Iowa, Minnesota, Nebraska and North Dakota where 1,043 families from 203 counties are participating in WNAX's 3-year campaign to encourage improved farm living conditions. Here's another example of how WNAX continues — serving the Midwest Farmer!

Food, too! More than 1300 pounds of beef were barbecued for the hungry celebrants.

Represented by the Katz Agency.



Coming Events

In Indianapolis

CAST THEIR SHADOWS BEFORE

In the Spring, events of the future will start coming to WFBM'S big area by television!

● Already the antenna has a standing reservation for an altitude penthouse atop the Merchants Bank Building, the tallest building in Indianapolis. Equipment has been delivered—the needed steel is on the way.

No wonder WFBM, Indiana's oldest radio station, is blushing with pioneering pride. We're naturally proud to be first again—first in Indiana with Television!

So—if you're after eyes, as well as ears, to keep those sales coming—look to WFBM-TV for another famous first. And, as always, WFBM will continue to be first in promotion, first in merchandising and first in performance.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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CIRCULATION AND READERS' SERVICE
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Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

STATION PREFERENCE FOR WICHITA STATIONS

Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The "Listened to Most" ratings given here are for District IV representing the area surrounding Wichita. It includes 12 counties and a population of 404,233.

KFH is TOPS in the Wichita market. This fact is verified by every study of radio listening habits conducted in this area. There are definite reasons for this listener preference and advertisers with a radio message for the Wichita market will do well to consider the KFH audience — it's TOPS by every standard.

5000 Watts - ALL the time

KFH

CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

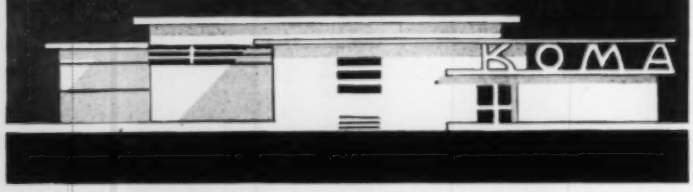
HERE'S WHY farm market advertisers select KOMA . . . because KOMA is the only station which *completely dominates* the rich Oklahoma farm market during the farm market periods—5 to 7 a.m. and 12 noon to 1 p.m.

And this is but a glimpse of our success, for KOMA, with its 50,000 watt primary coverage, attracts 60% of *all* the Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Agencies

ROBERT JACOBY promoted to vice president of John W. Shaw agency, Chicago. Formerly with Fiduciary Trust Co., New York. Mr. Jacoby assumes added responsibility for personnel administration, and will continue as agency treasurer.

DALE ARMSTRONG, formerly vice president in charge of public relations for Trans World Airline, joins Foote, Cone & Belding International as European public relations director. He will headquarter in agency's London office.

DONALD F. THERKELSEN appointed radio director of Minneapolis office of Erwin, Wasey & Co.

HOWARD K. EATON, formerly head of his own public relations company in Chicago, joins Chicago office of Simmonds & Simmonds as account executive. **ROY SHANNON,** formerly head of Roy Shannon Adv., St. Louis, joins St. Louis office of Simmonds as account executive.

Mr. Therkelsen

THOMAS W. JARVIS, art director; **VINCENT J. GALBO** and **ARTHUR F. SACHTLEBEN,** account executives, appointed vice presidents of Kelly, Nason Inc., New York.

JACK SKOLNICK, art director, and **DONALD R. SHAW,** account supervisor, elected vice presidents of Pedlar & Ryan, New York.

FREDERIC F. FLANAGAN, HELEN BROWN BECKETT and **CURRIE DAVIS** join copy department of Kenyon & Eckhardt, New York.

BRICE DISQUE Jr., formerly manager of radio department of Compton Adv., New York, joins Marschalk & Pratt, also New York, in a contact and writing capacity.

MILTON N. PIERSON and **HENRY A. SANDERSON,** formerly with Behel & Waldis & Briggs agency, Chicago, have organized a creative service for advertisers and agencies, Pierson & Sanderson Inc., Chicago. Mr. Pierson is secretary-treasurer, and Mr. Sanderson is president. Office is at 642 N. Dearborn St.

FORMATION of Jasper, Lynch & Field, New York, formerly Jasper, Lynch & Fishel, announced. **HERBERT P. FIELD** elected executive vice president and head of firm's new business department. **STANLEY I. FISHEL** and **JAMES W. FISHEL** former vice presidents of Jasper, Lynch & Fishel, joined H. W. Fairfax Adv., New York, as president-treasurer and executive vice president-secretary respectively [BROADCASTING, Jan. 10]. Move did not constitute a merger of agencies.

MARTIN FRITZ, formerly with J. Walter Thomson Co., Chicago, joins Buchen Co., same city, as director of media.

LEONARD BLAYER, formerly with Wm. H. Weintraub Co., New York, appointed head of production department of Alfred Paul Berger Co., also New York.

Mr. Fritz

LEE RANDON, formerly television producer in Buffalo, N. Y., joined Ruthrauff & Ryan Inc., Chicago, as commercial writer.

JEROME L. ISAACS, New York attorney, appointed vice president and member of plans board of Robert W. Orr & Assoc. **HARVEY CUSHMAN,** formerly with Doherty, Clifford & Shenfield, joins agency as art director, and **JOSEPH DIVINE,** formerly with Pedlar & Ryan, joins research department. All are New York agencies.

BOB STRUBLE joins Jordan Co., Los Angeles, as radio director.

BEN WILKINSON, who formerly operated his own agency, Ben Wilkinson Ltd., elected managing director of McCann-Erickson Adv. Ltd., London, effective Feb. 1. Mr. Wilkinson's principal accounts from his own agency will be handled effective Feb. 1 by McCann-Erickson, and about 20 members of his present staff will join McCann-Erickson on that date.

EARL EKLUND joins Frank Wright National Co., Los Angeles, as account executive. Mr. Eklund was formerly with Los Angeles Community Chest.

PAUL SMITH Adv., New York, announces change in agency's name to Smith, Smalley & Tester Inc. No change in management or capital structure involved.

JIM RESOR, radio timebuyer at McCann-Erickson, New York, is the father of a girl, Robin Perry.

WILLIAM D. WALSH joins production staff of John C. Dowd Inc., Boston. **EUGENIA SMOOT** joins agency's copy department, and **ISABEL CAROLAN,** member of production staff, promoted to traffic manager.

"IT'S A DURNED EASY CROP TO MARKET!"

The next best thing to *growing* dollar bills themselves is to have lots of wonderful *cash* crops!

Our Red River Valley farmers have plenty of *them*—corn, wheat, barley, hogs and poultry. The result? Well, according to a recent Department of Commerce report, North Dakota had the *highest per capita income* of any agricultural state in the country; was topped *only* by Nevada and New York among all 48 states!

We're proud of the fact that *now*, as for the past 26 years, our Valley farmers rate WDAY their *favorite station by about 5-to-1*. Ask us or Free & Peters for more information.

WDAY

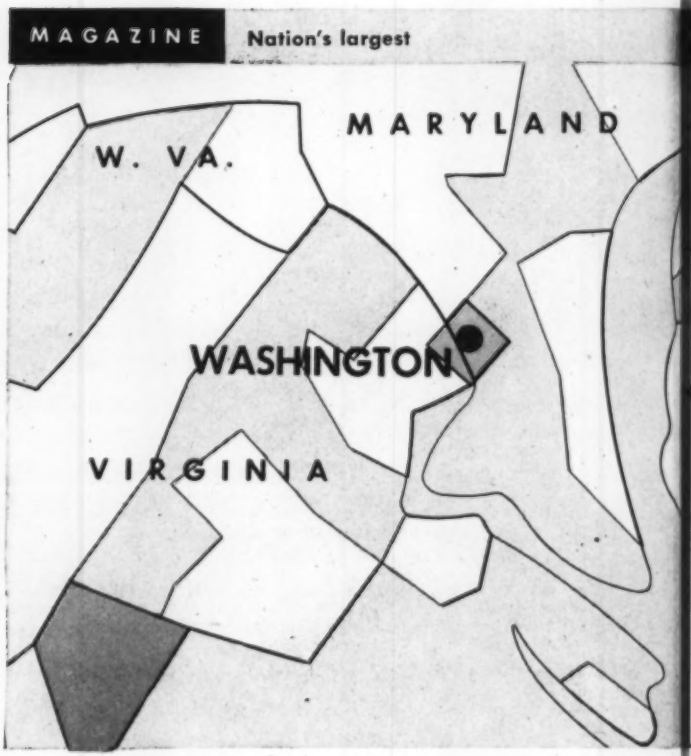
FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

Your *retailers* may blanket the area..b

Is your advertising reaching as many people as your retailers? Does your advertising penetrate every county as effectively as your retail dealer organization? Have *most* of your retailers' customers heard your advertising message before they

Total circulation in area — 245,246 (Audit Bureau of Circulations)



Total circulation in area — 156,421 (Source available on request)

NBC

. boes your advertising?

enter the stores?... Here are three maps of the Washington area. Which map shows the intensity of coverage which most closely matches that of your own retail organization? Which medium supports *all* of your retailers in the area best?

al audience in area (daytime)—316,580 (Broadcast Measurement Bureau March 1946)

WRC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas served by your retailers.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- ■ 50 to 100% of total families reached
- ▩ 25 to 49% of total families reached
- □ 10 to 24% of total families reached

SPOT SALES

W YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

A SETTLEMENT of timebuyers is being created by WPTR Albany in a promotion stunt which is beginning to assume the proportions of a five-ring circus—with just everybody wanting to get in on the act.

Strictly as a promotion stunt, WPTR began giving away grants of land to timebuyers. Accompanying each grant went a certificate making the timebuyer a "Patroon of the Week."

According to Len Asch, vice president and general manager of WPTR, the idea has caught on and many important industry figures have been seeking membership and hunks of land. A number of "Honorary Patroons," figures not members of the timebuyers' magic circle, will be created, he said. Meanwhile, bona fide "Patroons of the Week" will be chartered each week for a year and for perhaps a longer time.

The land, deeded in fractional acre parcels, is situated in patroon country, 12 miles southwest of Albany in the Helderberg Mountains. Timebuyers who have not yet sought out their parcel will be comforted to know that their land goes back to the Devonian period, considerably more than 2,500,000 years before radio.

It may be further comfort, too, that the land is honeycombed with

(Continued on page 76)

Bill Wilson (l) of Rambeau Co., WPTR representative, presents a certificate to Charles M. Wilds, timebuyer of N. W. Ayer & Son, making Mr. Wilds a "Patroon of the Week."

* * *

On All Accounts

IT WAS the desire to revolutionize the motion picture industry that first led Albert E. Kaye to California.

And, although he "revolutionized" that industry only to the extent of carrying cables at Samuel Goldwyn Studios for $28 a week, the trip was well worth it. For he found his way into another industry called radio and now answers to the title of vice president in charge of West Coast radio for Benton & Bowles, with headquarters in Hollywood.

Now, producer of NBC's *Burns and Allen Show* and supervisor of production of ABC's *Railroad Hour*, CBS *Family Hour of Stars* and NBC's *Life of Riley*, the amiable Mr. Kaye feels that his job is the best to be had in its field.

Entrance into radio came in 1937 when he assisted L. K. Sidney, now vice president at Metro-Goldwyn-Mayer, on production of Maxwell House Coffee *Good News* show.

When the package was taken over by Benton & Bowles in 1940, Al went along with it as producer, and has remained with the agency ever since. In the following years he produced several shows including the *Fannie Brice Show*, *Frank Morgan Show* and *Glamour Manor*.

AL

Born in 1898 in Pittsburgh, Al's formal education didn't indicate a later leap into radio, either, having won degrees in pharmacy and electrical engineering. The former degree, which now keeps him away from medicines of all kinds 'cause he "knows what's in them," was awarded him from Pittsburgh College of Pharmacy in 1920; the latter from Carnegie Tech in 1924.

During his electrical engineering school days he directed several musicals, supervising the lighting for them. In this time, through purchases and acquisitions of lighting equipment for the performances, he accumulated about $20,000 in equipment.

Following his graduation from Carnegie in 1924 he directed a show for the Pittsburgh electric company in the Aldine Theatre using all his lighting equipment. Shortly after the performance he departed for Rochester, N. Y., before settling down to an $18 a week job with Westinghouse there, leaving all his equipment in the theatre.

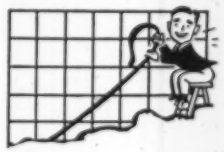
About this time L. K. Sidney went to Pittsburgh to take over the Aldine Theatre for Loew's, noticed all the fancy lighting Al had left, grew curious about the operator of

(Continued on page 76)

People In
HOUSTON
Jes' Love
k-nuz's
Houston
Hoedown

HERE'S
HOOPER PROOF
Evenings Sun. thru Sat.
6:00 P.M. to 10:30 P.M.

April-May	5.6
May-June	6.1
June-July	9.1
July-Aug.	11.3
Aug.-Sept.	13.1
Sept.-Oct.	12.3



NATIONAL REP. FORJOE & C
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Announcing . . .

THE APPOINTMENT OF

GEORGE P. HOLLINGBERY CO.

national representative for

KUTA

570 KC. 5000 WATTS - - SALT LAKE CITY

AND THE ENTIRE
ROCKY MOUNTAIN
BROADCASTING GROUP

Complete Coverage

ONE CONTRACT - ONE CONTACT

Affiliates

ROCKY MOUNTAIN BROADCASTING SYSTEM

29 South State Street
Salt Lake City, Utah

Advertisers Score with WFBL

"I wish to compliment WFBL on the fine cooperation which we receive from their merchandising department. It surely has stimulated our sales in the Central New York area."

John Murphy, Div. Sales Mgr.,
C. F. Mueller Macaroni Co.

and here's why-

SHARE OF AUDIENCE

WFBL offers you the biggest and best share of audience. Here's the record —

C. E. HOOPER—TOP 20 STATIONS IN THE U.S.A.

	May-June	June-July	July-August	August-Sept.	Sept.-Oct.
Mornings	11th	9th	7th	8th	11th
Afternoons		13th	11th	8th	5th

AND IN SYRACUSE—

May through October — **1st Mornings and Afternoons**

SUPERIOR PROGRAMMING

With 26 years of broadcasting experience, we at WFBL know the likes and dislikes of Central New York listeners . . . design our programs to attract loyal, faithful listeners. A full staff orchestra, soloists, veteran newsmen, a Farm Service Director and many other WFBL personalities contribute to the daily listening pleasure of the WFBL audience. WFBL personalities have traveled 4,000 miles to appear before audiences totaling more than 40,000 throughout Central New York during the past two years.

MERCHANDISING AND PROMOTION

Designed to help you sell your merchandise, WFBL's Promotion Department uses every means to promote your program and your product. Newspaper ads, car cards, displays, direct mail, Drug and Grocery merchandising papers . . . all are used effectively to *sell* merchandise for WFBL advertisers.

TOP FACILITIES

WFBL is proud of its new modern studios, Central New York's finest, most modern radio facilities. Available to all community civic and fraternal groups, these modern studios are used daily by one or more groups. Area sales managers find the studios ideal for their sales meetings.

Ask FREE & PETERS *about Current availabilities on*

WFBL • WFBL-FM

BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

New Business

RICHARD E. THIBAUT Inc., New York (wallpaper manufacturer), appoints Jackson & Co., New York, to handle extensive radio and television campaign. Placed to date are three participations per week on *The Fitzgerald* on WJZ New York, five per week on the *Louise Morgan* program on WNAC Boston, and series of one minute film announcements on WBEN-TV Buffalo and WBZ-TV Boston. This is company's first venture in television.

GEORGE WIEDEMANN BREWING Co., Cincinnati, to sponsor telecast of WKRC Cincinnati's 1949 Golden Gloves contest on WLWT (TV) Cincinnati. Agency: Strauchen & McKim, Cincinnati.

LEO J. MEYBERG Co., San Francisco (distributor, RCA Victor TV receivers) appoints Honig-Cooper Co., same city, to handle introductory campaign in Bay area. Heaviest share of budget slated for KPIX (TV) San Francisco.

ALUMAROLL of Detroit Inc. appoints Shutran Mahlin Adv., Detroit, to handle advertising and merchandising for Alumaroll home and commercial awnings and Weathershield canopies. Radio and television will be used.

NAT PATERSON MOTORS Inc., Ozone Park, L. I., N. Y. (DeSoto and Plymouth dealers), appoints Moss Assoc., New York, to handle advertising. Radio and television will be used.

AMERICAN TOBACCO Co., New York (Lucky Strike), Jan. 27 starts half-hour weekly television film series *Your Show Time* on KNBH (TV) Los Angeles. Firm started telecasting of 26-week series on 32 eastern stations Jan. 21. Films made by Marshall Grant-Real Television Corp. Agency: N. W. Ayer & Son, New York.

MOUNTAIN VIEW NURSERIES, McMinnville, Tenn., studying response to its *Mountain Time*, aired Jan. 8 and 15 from 5:45 to 6 p.m. CST on WENR (ABC) Chicago. Additional radio will be used if initial venture warrants. Agency: Louis A. Smith Co., Chicago.

ZIPLOC Co., of New Jersey, Jersey City (manufacturer of strap watches), is inaugurating special television promotion campaign. Campaign will also use direct mail selling in key television cities. Tests in New York, already proved successful, will be extended shortly to other market areas. Agency: Moss Assoc., New York.

A. E. STALEY Mfg. Co., Decaur, Ill. (starch products), appoints Ruthrauff & Ryan, Chicago, to handle advertising for its Cameo starch. Radio is being contemplated and media schedules are expected to be completed within two weeks.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield), Jan. 21 started kinescoped *Arthur Godfrey & His Friends* on KTTV (TV) Hollywood, 8-9 p.m. (PST). Agency: Newell-Emmett, New York.

GOODALL FABRICS, New York, will offer cooperative television advertising campaign to all its retail accounts.

Network Accounts • • •

FRANK H. LEE Co., Danbury, Conn., renews sponsorship of the Drew Pearson broadcasts (ABC, Sundays, 6-6:15 p.m. EST) for another 52 weeks. Contract covering 259 ABC stations, placed through William H. Weintraub & Co. Inc., New York. Lee Hats has sponsored Mr. Pearson's predictions and news for three years.

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), renews sponsorship for fourth year of *True Detective Mysteries*, Sundays, 4-4:30 p.m. EST on MBS. Agency: Aubrey, Moore & Wallace, Chicago.

WILCO Co., Los Angeles (Clearex cleanser), Feb. 28 starts 26 week sponsorship of three quarter-hours weekly of *Ladies First* on full Don Lee Network, Mon. Wed., Fri. (Full program time daily 11:00-11:30 a.m. PST; last quarter hour sustaining). Agency: Elwood J. Robinson Adv., Los Angeles. **GROVE LABORATORIES**, St. Louis (cold tablets), sponsors first quarter-hour of program Tues. and Thurs.

Adpeople • • •

WILLIAM V. SHAFTNER appointed advertising and public relations director of Wine Growers Guild, Lodi, Calif. He formerly held similar post with Pacific American Steamship Assn., San Francisco. Guild uses radio and television.

RALSTON H. COFFIN, for past year with the Nabisco Group of National Biscuit Co., New York, in merchandising capacity at McCann-Erickson, appointed account manager for crackers, cookies and dog food.

JOHN WHITEHEAD appointed advertising manager of Shirriff's Ltd., Toronto. For past year he has been advertising assistant to **H. T. FLEMING**, vice president in charge of advertising.

On WCAU you're in Philadelphia

High-powered WCAU-TV (equivalent of 50,000 watts) puts your high-powered product demonstrator right into the same room with thousands of prospective customers in this television-minded city with the 2nd largest TV market*. CBS affiliate.

*100,000 sets.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM

The 5-KW AM TRANSMITTER*..

The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.

(Photo courtesy of Radio Station KOOL, Phoenix, Arizona)

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

with 10-kilowatt insurance

BTA-5F. The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple... inexpensive... quick. *Because it was planned that way.*

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit...and the few simple circuit changes required, changeover can be made "overnight." It's easy...it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation —have the same sleek, well-finished, business-like appearance shown by KOOL's installation on the opposite page. Both models have the true unified front . . . an *exclusive feature* of RCA high-power AM transmitters. This front is an integral piece *separate from the compartment enclosures.* It greatly facilitates flush-mounting...and improves appearance of the installation by several times.

And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for *any* transmitter... with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages...and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

• • •

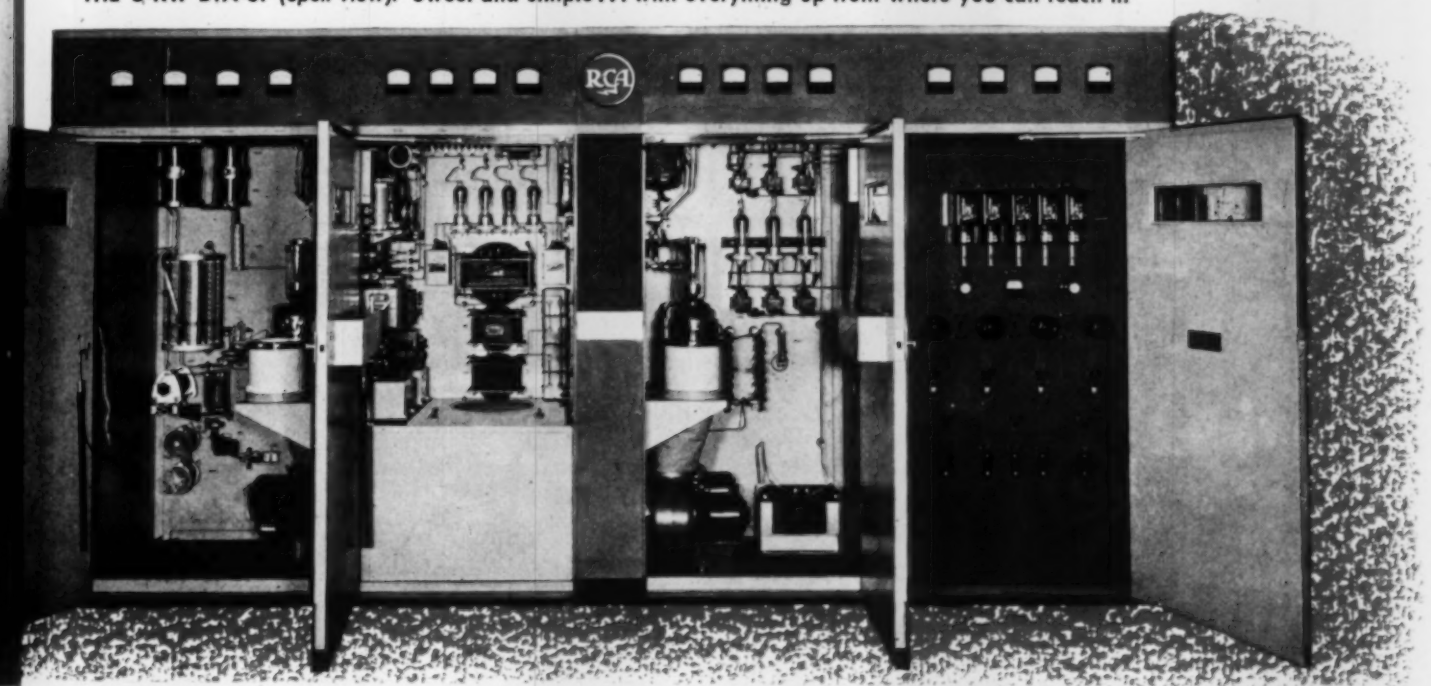
Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting... with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19AD

This simple kit (MI-7267-A) takes the BTA-5F to 10 KW... inexpensively and without one change in station layout.

- **One blower**
- **Two filament transformers**
- **One 10-KW modulation transformer**
- **One reactor**
- **All necessary hardware**

The Transmitter Control Console — standard equipment with every BTA-5F and BTA-10F.

THE 5-KW BTA-5F *(open view).* Sweet and simple... with everything up front where you can reach it.



Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'. . . Don't Dare Miss'

EDITOR, BROADCASTING:

Here's to wish you a good 1949 and continued success with one of the trade magazines we don't dare miss reading.

Linnea Nelson
J. Walter Thompson Co.
New York

* * *

Promote Our Own

EDITOR, BROADCASTING:

Congratulations to the broadcasting industry in finally getting wise to producing an all-radio promotion to compete with the promotions of the printed media.

Within the last week, I have heard on various stations no less than six mystery and crime programs glorifying the press in general and reporters in particular.

I have noticed the only space devoted in newspapers to the radio industry and radio programs is news concerning disappointments in quiz programs, the present capital gains question, errors in radio news reporting, etc. In other words, only information uncomplimentary to our industry.

If the industry plans an all-radio promotion let's quit the free all-newspaper promotion on our mystery and crime programs glorifying newspaper reporters in particular and newspapers in general.

We, as salesmen, are selling advertisers time by day and the industry is selling newspapers by night. Please give us poor time peddlers a break.

Lloyd D. Loers
Commercial Manager
KGLO,KGLO-FM,
Mason City, Iowa

* * *

'Most Informative'

EDITOR, BROADCASTING:

. . . Our company has been receiving BROADCASTING for quite a while and it always passes my desk (incidentally, I read every issue from cover to cover) . . . I would also like to congratulate you on the past two or three issues. I have found your book one of the most informative pieces of literature that has crossed my desk in a long while. Please keep it up.

Stanley M. Abrams
Sales Promotion Manager
Emerson Radio & Phonograph Corp.
New York

* * *

Want Balto. Recognition

EDITOR, BROADCASTING:

The writer read with a great deal of interest your story on the Baltimore Radio Market in the Jan. 17th issue. It was an informative as well as a complimentary story to many radio stations and agencies. But why all the free publicity for a few agencies and then a mere listing for the number at the end and a complete omission of even a listing of some agencies such as ours? Of course we are not in the Joe Katz class but we are and have been placing radio advertising for a half dozen companies, not only in Baltimore but in a six-state area, for quite a few years.

In the television field, we have the first live show on WMAR for twelve weeks, now ended. On Jan. 23 we began a three-sponsor participation live show on WMAR built around a Ziv Production show *Yesterday's News reel.* The sponsors are Mangels Herold Co. (King syrup), Hauswald's Bakery (bread), Wills Dairy. It is contracted for 13 weeks. The agency principal in charge of production is Marc E. Smith.

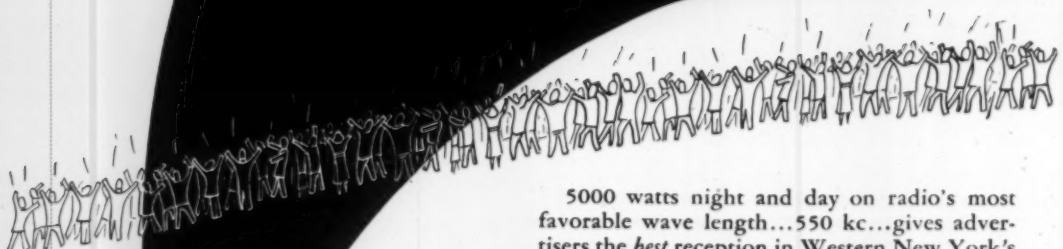
We always enjoy reading your publication. We are not mad or even hurt that we should be left out of such a wonderful story as the Baltimore one. But we would like to be included when next your publicity beam is directed this way.

H. W. Buddemeier
H. W. Buddemeier Co.
Baltimore, Md.

Ununified Unity

AN ALL but bloody battle must have ensued over a letter of thanks directed to Dwight Cooke, chairman-m.c. of CBS separately produced radio and television *People's Platform* programs. Mr. Cooke, who cooperated with four important national organizations on Columbia's *Cross-Section, U. S. A.*, which resumed Jan. 8, received a hearty letter of thanks from the highly diversified groups. Letter arrived on plain white paper. The organizations?—National Assn. of Manufacturers, United States Chamber of Commerce, American Federation of Labor and Congress of Industrial Organizations.

In Buffalo
COLUMBIA
AND
WGR
ARE THE BIG NAMES FOR 1949



5000 watts night and day on radio's most favorable wave length...550 kc...gives advertisers the *best* reception in Western New York's rich market.

Check the spectacular two-year rise of WGR's Hooper ratings under the station's new ownership* and...with Columbia's new galaxy of headliners ...*watch what happens in 1949.*

**Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry*

WGR 550

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station
National Representatives: Free & Peters, Inc.

You can't cover California's Bonanza Beeline without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline—California's rich central valleys plus western Nevada—is an *independent* market . . . well inland and remote from coastal influence. And Beeliners just *naturally* prefer their own *local* stations.

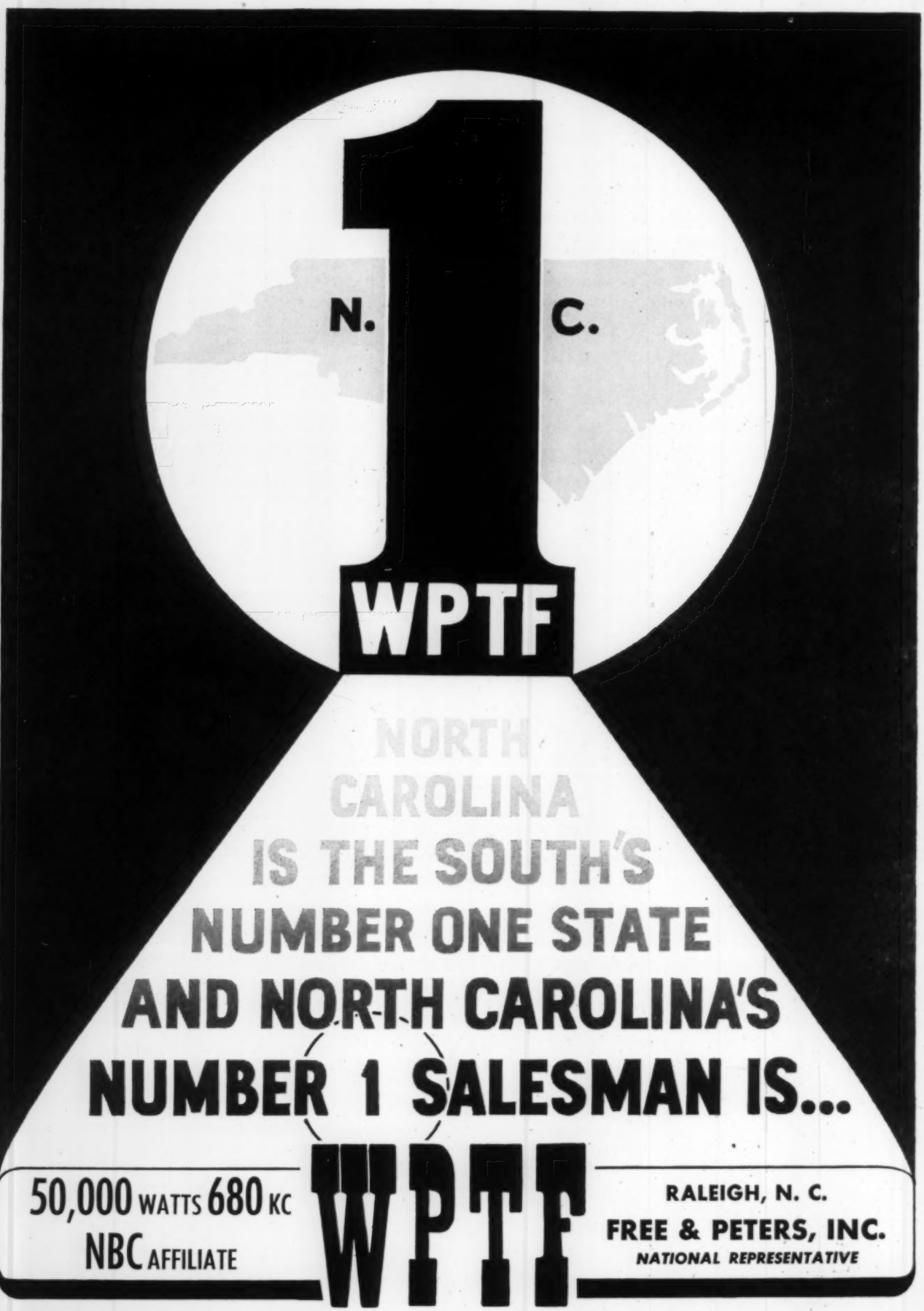
So to radio-sell this 3¼ Billion Dollar market—where annual retail sales exceed those of Indiana†—you need on-the-spot-radio. You need the five BEELINE stations.

Each of these stations is located right in a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento *leading all competition*, with an audience share of 23.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the *whole 21-county* Sacramento Trading Area!

†Sales Management's 1948 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

KFBK	KOH	KERN	KWG	KMJ
Sacramento	Reno	Bakersfield	Stockton	Fresno


1
N. C.
WPTF
NORTH CAROLINA
IS THE SOUTH'S
NUMBER ONE STATE
AND NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 36, No. 4 WASHINGTON, D. C., JANUARY 24, 1949 $7.00 A YEAR—25c A COPY

RADIO'S NET: $402 MILLION

1948 Up 7.7% Over 1947

By ROBERT LUCE

RADIO'S NET REVENUES passed the $400 million mark in 1948, according to estimates published in the *15th Annual* BROADCASTING YEARBOOK, now in the mails to subscribers. Representing an annual dollar gain of more than $25 million, the index shows a 7.7% increase over 1947, reaching an estimated total of $402,826,000.

Total net time sales were divided as follows:

40.5% local time sales
33.1% network time sales
24.7% spot sales
1.7% regional network sales

Local time sales, which exceeded network time sales for the first time in 1947, continued to do so in 1948 gaining 10.5% in volume during the year. Spot sales showed an 8.6% gain from 1947, increasing the dollar total by about $8 million. Network sales, which gained only .8% in 1947, increased by about $6 million to show a gain of 4.6%. (See chart.)

These are the principal conclusions of the *15th Annual Business Index*, which is based upon an extensive sampling of all types of radio stations throughout the United States.

The 1948 gain of 7.7% is not as impressive as the 1947 gain of 12%—but measures up favorably to the 1945 and 1946 increases. In 1947, net time sales increased an even $40 million.

Since 1941, radio's net revenues have doubled, and the radio industry has taken on a tremendous physical growth. The outstanding characteristic of the postwar radio revenue picture is the tremendous increase in local time sales. In 1941, local sales were half as large as network revenues from time sales—eight years later, local sales exceed network sales by about $30 million dollars (see Table I, page 58).

Spot business has also continued its steady growth in 1948. It has doubled since 1941 in dollar volume, and has increased by one-third since the end of the war.

Network time sales have gained, but less rapidly, since 1945. The gain in 1947 was .8%. The gain of 4.6% is the greatest of the postwar years for the networks, though it does not approach the record wartime gains of 21.6% and 22.5% in 1943 and 1944.

Regional networks showed another decline in 1948—following a pattern established in 1946—when the decline was 3.1%. This year's decrease is estimated to be $400,000. The total decline in revenues in this category is nearly $2 million since 1945.

State of the Industry

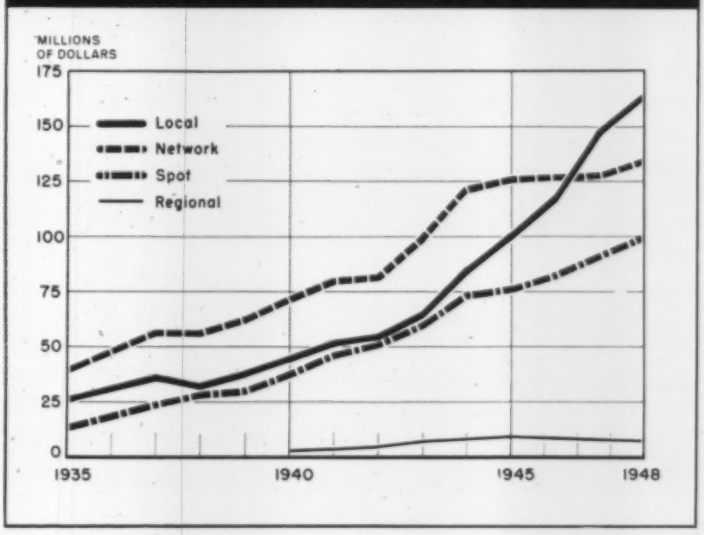
These figures show a continued healthiness in the overall radio revenue picture. To be sure, no sensational revenue gains were made in any category—but in each case, the gains are sufficient to cause satisfaction with radio's 1948 sales performance.

Despite some signs of approaching downturn in business generally, the time has not yet come when radio's major sources of revenue have declined—or given indication of doing so. There is some indication of a slower growth than the average for the past decade. Unless there is an actual decrease in spot, network or local business, however, such a moderation in the rate of increase is nothing to cause alarm.

The opinion of those in the radio

(Continued on page 58)

BROADCAST ADVERTISING 1935-48



THIS is a report on BROADCASTING'S 15th Annual Business Index, which appears in the 1949 YEARBOOK, now in the mails. The estimates of net time sales are derived from information supplied by several hundred AM, FM & TV stations throughout the United States. BROADCASTING'S formula has produced figures accurate to within .3% in past surveys. The method of compiling net time sales estimates was developed for BROADCASTING by Dr. Herman S. Hettinger, noted radio economist.

BING TO CBS

Near Million for 25% of Crosby

BING CROSBY, around whom ABC built its powerful Wednesday evening lineup, last week joined the parade to CBS.

In an announcement issued in Hollywood, where its board chairman, William S. Paley, had gone to conduct final negotiations with Mr. Crosby, CBS said it had acquired the crooner's services for both radio and television.

In addition to an employment contract with Mr. Crosby, which presumably will run for the seven-year maximum period permitted under the California statutes, CBS also is understood to have acquired approximately 25% of the stock in Crosby Enterprises Inc., which holds the star's personal service contracts for motion pictures, radio and other services, as well as other entertainment package operations.

While there was no disclosure as to the amount of CBS' outlay to consummate the Crosby transaction, it is believed the acquisition of the quarter interest in Crosby Enterprises entailed less than $1 million. Widespread reports that CBS had paid in excess of $2 million for this interest and that Paramount had or would acquire the remaining three-fourths in Crosby Enterprises for $6 million could not be confirmed, and were regarded as pure Hollywood & Vine speculation.

The present Crosby package on ABC under Philco sponsorship runs in the neighborhood of $30,000 weekly. The CBS contract, like that entered with the Jack Benny company, contains a minimum guarantee for Mr. Crosby—probably in the area of $7,500 a week—for his personal services. Such factors as program rating and commercial sponsorship, it is believed, will have a bearing on the Crosby compensation for the contract's duration.

While it is logically presumed that Philco will continue sponsorship of the Crosby show over CBS, these negotiations were not completed last week. A number of other prospective sponsors, according to reports, have also talked with CBS. Likewise it is not certain that the switch to CBS will have to await expiration of the present Philco contract. If Philco continues sponsorship, it was thought possible that the program might shift prior to next fall.

Whether the Crosby program

(Continued on page 54)

P&G SUBSIDIARY

To Handle Radio, Video

PROCTER & GAMBLE, New York, announced last week the formation of a wholly owned subsidiary to take over radio, television and motion picture activities for the company.

P & G has filed articles of incorporation with the Secretary of State of Ohio for the subsidiary which will have a capitalization of $1,000,000 and be known as Procter & Gamble Productions Inc. The subsidiary will take over radio-TV-movie activities previously handled by employes in P & G's advertising department.

The new company will not cause any change in relationship with P & G's advertising agencies, an official of P & G told BROADCASTING.

Video Activity

"The growth and complexity of our radio activities and plans for television make the formation of this subsidiary advisable," a P & G announcement said. "It is believed that the radio, television and motion picture needs of the Procter & Gamble Co. will be served more effectively by the new company operating as a separate entity. The new company will continue to work directly with the advertising agencies and independent producers in conducting the business of buying and producing radio and television programs and motion pictures," the announcement added.

Officers and directors of the subsidiary have not yet been designated.

Butcher Promoted

JESSE BUTCHER, recently named program director of KMPC Los Angeles, has been appointed assistant manager in charge of broadcasting operations, Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland, KMPC), announced last week. Under Mr. Butcher's supervision will be the activities of the program department, including news and special events, sports, continuity acceptance, traffic and production; announcing staff; music library; orchestra and talent, and promotion and publicity department.

Bonafide on TV

BONAFIDE MILLS, New York (linoleum, roofing), will sponsor the video comedy program *Stop Me If You've Heard This One* on NBC's TV network, Friday, 9-9:30 p.m., starting Jan. 28. Leon Janney will act as moderator with Mae Questal, Cal Tinney and Benny Rubin as joke tellers. R. Leon Co., New York, is the agency.

Drawn for BROADCASTING by Sid Hix

"I wonder if that's that high-band television I've been hearing about on the radio?"

ULLMAN FIRM

Transcription Company Formed in Buffalo

FORMATION of the Richard H. Ullman Inc., new transcription firm to succeed Robert P. Mendelson Productions, Buffalo, N. Y., was announced last week. The Ullman firm will take over and continue to handle *Barbershop Harmonies* and *Joe McCarthy Speaks*, transcribed program series developed by Mendelson. Singing commercial activities of the Mendelson firm also will be continued and expanded.

Mr. Ullman

Richard H. Ullman, who has been with WGR Buffalo and WKBW Buffalo for over 18 years, is president of the new company, and Robert P. Mendelson is a vice president. Marvin A. Kempner, formerly with Louis G. Cowan Inc., has joined Ullman as a vice president. Additional officers and directors are; D. Bernard Simon, owner of a chain of music stores; Edward H. Kavinoky, Buffalo attorney; Fred L. Lounsberry; John A. Bacon, former general manager of WKBW and now eastern sales manager of *Outdoor Life* magazine, and Eugene R. Kirshenstein.

General offices and studios of the new firm are at 277 Delaware Ave.

Penny to Walker

ROYAL E. PENNY, former Atlanta office head of Raymer Co., New York station representative, will head the Atlanta branch office of the Walker Co., New York representative, as of Feb. 1. Mr. Penny, who has also been closely allied with CBS station relations in the south and southwest, having at one time been sales manager of WBT Charlotte, N. C., will replace Earl Harper. Mr. Harper has resigned to manage WNOR Norfolk, Va., a new fulltime independent station.

Mr. Penny

BMB BALLOTS

To Be Mailed on March 1

"ON TUESDAY, March 1, the first BMB ballots will go in the mail—and you can depend on that," Dr. Kenneth Baker, NAB director of research who is currently on loan to BMB, told BROADCASTING Thursday.

The 650,000 ballots have already been printed, Dr. Baker said. More than 100,000 of the labels have been addressed and that work is proceeding on schedule. The collection of names of families to whom the ballots will go was begun in November and is now in its final stages.

The premiums are ordered and delivery will commence this week. This year's premium is a letter opener with a magnifying glass at the end. Some coasters, premiums for the first BMB nationwide survey in 1946, will also be used this time.

Generally, preparations for the March mailing are going ahead in good shape, Dr. Baker reported, and barring a major catastrophe such as a railroad strike which might disrupt an orderly delivery of the ballots across the country, the second nationwide study of station and network audiences will proceed as planned.

Asked about the subscription situation, Dr. Baker said that there has been "no flood of cancellations" in recent days, but "the normal ebb and flow of additions, cancellations and reinstatements."

FRANCIS NAMED

KGO-ABC Sales Head

VINCENT A. FRANCIS, ABC network sales representative in San Francisco, has been named sales manager of ABC, KGO and KGO-TV that city. He succeeds Kirk Torney, who resigned to form his own TV sales company in San Carlos, Calif. [BROADCASTING, Jan. 10].

Mr. Francis

Mr. Francis joined the KGO local and ABC spot sales department in February 1947. He was named network sales representative the following September.

Prior to World War II, Mr. Francis was with Music Corp. of America, San Francisco. Following war service he joined KGO's production staff in 1944. Later he worked as a salesman for KPO (now KNBC), then became manager of Radio Central. He left Radio Central to join the KGO-ABC sales staff.

His promotion to sales manager was announced by Gayle V. Grubb KGO general manager, at a going-away party the station gave for Mr. Torney.

Ripley for Motorola

MOTOROLA INC., Chicago, will sponsor Robert Ripley in a believe-it-or-not video show to originate at NBC New York and to be telecast on both East and Midwest TV circuits. First show will be telecast in the East Feb. 15, 9:30-10 p.m. (EST), and a teletranscription will be transmitted to the Midwest hookup at a later date. Fifty-two week contract was placed by Gourfain-Cobb Agency, Chicago.

Radio Too Potent

STORY of a sponsor who cancelled his contract not because of dissatisfaction but because it boosted his sales too much, comes from WRMS Ware, Mass. Milton J. Gula owner of Gula's Market, Palmer, Mass., which had been sponsoring a 15-minute show once weekly on WRMS, wrote the station management ". . . Since we have been advertising on WRMS our business has grown to such proportions it is impossible to handle it with the size of our physical plant. Since it is not feasible for us to enlarge at the present time, it is necessary that we discontinue our broadcasting for the time being."

CBS 'IAMS' REVEALED

Measurement Device Shown IRE

CBS LAST week took the wraps off the techniques of "IAMS," its hitherto hush-hush radar-principled Instantaneous Audience Measurement System.

Peter C. Goldmark, director of the network's engineering research and development department, headed a group of CBS engineers in explaining the system to the New York section, Institute of Radio Engineers. The show they put on, called a "Progress Report," was the first public demonstration of the system.

They limited their performance to the strictly engineering aspect of "IAMS." CBS hopes in the near future to hold a more general demonstration for all segments of the radio industry.

CBS officials at the engineering meeting, in answer to direct questions as to CBS intentions, said that despite its developmental work the network did not expect or want to get into the audience measurement field.

Richard Hess, supervisor of ratings services division of CBS, said that the network merely sought to develop for the industry a better system than any existing audience measurement services—but hoped that existing audience measurement companies or BMB would ultimately be the actual operators.

Not 'Proper Principle'

He indicated that the network did not feel it was the proper principle to operate a system which would in effect be grading the listener pulling power of its own competitors.

He also indicated that although CBS thinks highly of "IAMS," it does not regard it as in its most perfected form and that CBS will always be on the watch for improvements in it or better measurement systems or combinations of systems.

Dr. Goldmark opened his discussion by explaining how his department got in to exploring the audience measurement field. He said that a few years ago, CBS decided that the basic problem of how to find how many sets were tuned to a given station at a specific time was not being satisfactorily solved by existing measurement services. All systems in use had bad points, in the opinion of CBS executives.

CBS executives then projected the kind of measurement system it wanted and threw the engineering problems of achieving it to Dr. Goldmark's department.

"What was desired," said Dr. Goldmark, "was a system which would get the information fast, accurately and inexpensively. It must require as few people to operate as possible and should be automatic. It should be adaptable virtually to any home picked by research sampling people. It should report when AM, FM and TV sets in homes are turned on and to what stations sets are tuned. Information should be received, sorted, tabulated and totalized automatically and instantaneously and these results should be printed instantaneously in a form which would immediately describe the size of the audience listening to a pre-selected group of stations."

Requires No Personnel

In brief, the system CBS devised to answer these requirements is a device for monitoring sets in preselected homes and then collating and printing the information thus collected instantaneously. It is fully automatic and requires no personnel to operate after being turned on.

Its operation is as follows:

At the WCBS transmitter on Columbia Island, Long Island Sound, a central pulser, called an "Interrogator," sends out an impulse. This impulse is mixed in with program material but the home listener is never aware of it. Dr. Goldmark said that in three-quarters of a year of operation, no listener had ever complained of it.

The impulse thus broadcast goes to transceivers installed in preselected homes. The transceivers are another CBS-tailored production, about the size of a cigar humidor, and are connected with home receivers and plugged into an ordinary electric circuit.

If a given home set is on, the transceiver then broadcasts an impulse in turn, which is carried via UHF to an antenna atop the Chrysler Building. Another impulse is later broadcast to indicate to what station the set is tuned.

Impulses from all the transceivers are received and electronically counted at the Chrysler Building by a binary counter, also CBS-built. The counter is capable of counting 250,000 units per second. The information counted is then coded and transmitted by phone line to any point desired.

At present, the phone line goes from the Chrysler Building to CBS headquarters on Madison Ave., New York. At CBS headquarters, the coded information is then translated into a value and recorded on a Leeds and Northrup coder, using a paper tape similar to that of a teletype machine. The record thus produced shows the percentage of sets in use and tuned to a particular station at a given time in the form of a graph.

Dr. GOLDMARK

'De Luxe' System Planned

The system illustrated Wednesday night is capable of recording 60,000 separate bits of information every 2½ minutes. Dr. Goldmark said a so-called "de luxe" system is also in the laboratory, capable of recording 180,000 different bits of information every minute.

Actually, the system demonstrated was so set up as to record 60 different bits of information for 1,000 different radio homes.

The impulse, continuing for 2½ minutes duration, "triggers" the transceiver. The transceiver is synchronized with an information plan set forth on a clock divided into the 60 information segments. Twenty places on the clock are reserved for AM, 20 for FM and 20 for TV sets.

Final Count

As the segment on the clock is reached which indicates the number of all AM sets tuned in, motors in the transceivers reach the same point and are activated if the accompanying sets are tuned in. As the hand on the clock moves to the next segment, say station WCBS, the transceivers' motors also reach the same point and the transceivers are activated by sets turned on that time, thus giving the count for sets tuned to WCBS. Similar results are given for other segment around the clock, which are designated by either other stations, geographic areas or economic levels. The "de luxe" system permits the recording of information for 1,000 radio homes categorized into three income groups and three geographic groups. The more simple system demonstrated permitted categorization into only two groups.

Voting Device

A subsidiary device, made a part of the system, is a push-button affair to permit the listener to vote "yes" or "no" at a given time. This vote, too, is recorded at a given time around the clock. A light flashes on in the little push-button box in the listener's home when he is asked to vote. The value of this method of indicating preference, however, is discounted by many CBS officials, but in view of the difference of opinion on it, it was built into the system so that it could be used if thought valuable.

Dr. Goldmark was aided in developing the system by John W. Christensen, Andrew Bark, John T. Wilner, and Al Goldberg, all members of his department. All were present at the demonstration and Messrs. Christensen and Bark aided in explaining and demonstrating the system.

COY DEFENDS

FCC Against Censorship Charges

IN A STAUNCH DEFENSE of FCC against charges of censorship, Chairman Wayne Coy last week-end reiterated his belief in "reasonableness and overall fairness" as the test of a station's operation in the public interest.

FCC has handed down decisions which "do indeed restrict the licensee's freedom," he declared in a speech prepared for delivery Saturday night at a Yale Law Journal banquet at New Haven, Conn. "They restrict his freedom to be unfair," he added.

Making a major public reply to critics' long-standing charges that FCC imposes censorship on licensees, Mr. Coy declared:

"If freedom of radio means that a licensee is entitled to do as he pleases without regard to the interests of the general public, then it may reasonably be contended that restraints on that freedom constitute acts of censorship. If, however, the freedom of radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship."

In its criticism of FCC's so-called "Scott decision" on atheists' rights to air-time, the House Select Committee to Investigate the FCC "never did come to grips with the fundamental question of what is the nature of the freedom to be preserved in radio and who is to enjoy that freedom," Mr. Coy asserted.

He noted that the Select Committee found fault with the Commission's ruling that a broadcaster may not bar an atheist solely because he thinks such a broadcast would not be in the public interest.

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CAPITAL CEREMONIES

Radio, Video Coverage Unprecedented

By JOHN OSBON

WITH THE added impetus of television's eyes and ears supplementing aural radio, the 41st Presidential Inauguration last Thursday was carried first-hand to more viewers and listeners than on any previous occasion in the nation's history.

To assist TV, AM, FM, assorted devices were utilized. NBC used a plane for aural commentary; CBS had a helicopter, and also employed walkie-talkies. Serving as an adjunct to television were syndicated newsreel cameramen, on the shooting line to record events for client video stations across the country. And shortwave broadcasts were beamed overseas by State Dept.'s "Voice of America," the British Broadcasting Corp. and French Broadcasting System. Independent stations also took an active part.

Sets Record

On the Presidential Stand alone, 30 separate feeds from microphone equipment set an alltime record for pickups, according to Keith Williams, NBC field supervisor. And personnel-wise NBC estimated it used more staff members (250 in all) for the Inaugural than for any previous Washington event. More than half were from New York.

Inaugural pool telecasts did not identify any network by name, only commentators, merely informing televiewers the spectacle was carried "through the combined facilities of the television industry." Notwithstanding its initial Inaugural effort, televiewers and industry observers felt TV had handled itself commendably (see separate story page 63).

NERVE CENTER of the pooled Inaugural TV coverage is a maze of equipment and people. Seated is Bill Garden, NBC's expert on remotes; Ben Grauer is standing in foreground; at controls Robert Galvin, engineer; standing, (l to r.) Adolph Schneider, NBC special events man; F. A. Wankel, NBC TV engineer, John Irvine and Charles College. Location is Washington's telephone company building.

Even the veterans leaned on television's broad shoulders. H. V. Kaltenborn, NBC, used a video monitor to coordinate his own AM broadcasts. Scanning the screen, he would call for NBC aural pickups at selected points. Mr. Kaltenborn spoke from WRC-NBC studios.

Schneider Supervises

Pooled telecast operations, with a budget of $25,000 on the side were under the supervision of Adolph Schneider, NBC-TV's news and special events director, who coordinated the efforts of the industry through network feeds from various locations. Mr. Schneider watched five main video receivers in quarters at the Chesapeake & Potomac Telephone Co. and focused the attention of an estimated 10 million televiewers. William Garden, also of NBC, assisted him in actual TV field direction, while Charles Christensen directed Hill action.

Five camera positions were located at the Capitol (NBC), Treasury Dept. (DuMont), Post Office Bldg. (CBS), and the Esso Bldg. (WMAL-TV-ABC) and the White House off Lafayette Park (ABC-New York). Each had previously drawn straws for positions. Three main cameras for each vantage point comprised TV coverage. NBC used one camera on the Presidential platform, at Mr. Truman's back looking out over the multitude, and two facing the platform. The former caught the oath-swearing ceremony, peering down at an angle at the bible under the President's hand. Control booths were beneath the Capitol steps.

Grauer Doubles

Ben Grauer, NBC's ace TV commentator, divided his chores between Capitol commentary and later a running account (from the master control center) of the parade for which he supplied audio for TV pickups at different centers. At the Capitol he was aided by John Cameron Swayze and Robert McCormick.

Other TV announcing duties were handled by Douglas Edwards and Ken Evans (for WOIC-TV-CBS), Bob Wolff, Clarke Thornton and Bill Gold (DuMont), Charles Edwards and Gordon Fraser, (Esso Bldg) and Jackson Weaver and Jack Beall, (White House). For ABC-TV's two camera center, Bryson Rash, WMAL-ABC Washington special events director, doubled between locations.

Wednesday's Gala, with its interviews and comments on entertainment acts, was handled by CBS's Mr. Edwards starting at 9 p.m. and running through midnight. Mr. Edwards interviewed guests including FCC Commissioner Frieda Hennock, Talent array consisted of radio stars Lum 'n' Abner, Edgar Bergen and Charlie McCarthy, Jane Froman, Lionel Hampton's orchestra, and a host of others. Program emanated from Washington's National Guard Armory.

Uses Gala Film

New York's Paramount Theater used video transcriptions of Wednesday night's Gala festivities and showed them on its screen from 10:20 to 10:45. Recordings were made up until 1 p.m., with intervening time spent in editing the Paramount video transcriptions. Thursday's Inaugural from 12 noon to 12:30 p.m. was shown in the theatre as it occurred, without editing. Same held true for Thursday night's Inaugural Ball. Paramount films were to be flown to KTLA Los Angeles and WBKB Chicago for use a day after each of the films was made.

The television pool, under Mr. Schneider's direction, also had the assistance of Michael Rishkind

DUMONT TV Network crew goes over plans for its contribution to the pooled telecast coverage of Inauguration events, which included the parade and the Gala and Inaugural Balls. Gathered for a conference in the office of Walter Compton, assistant general manager of WTTG Washington, DuMont outlet, were: Seated (l to r)—Mr. Compton and Roger Coelos, WTTG program operations manager; standing (l to r)—Clarke Thornton, announcer; Leslie Arries Jr., DuMont special events director, and Bob Wolff, announcer. Mr. Thornton and Mr. Wolff handled DuMont coverage at the Treasury Bldg.

TWO KEY members of special CBS TV team take time out to relax after talking over their plans for coverage of Inaugural events: Doug Edwards (l), CBS commentator, and Ken Evans, WOIC (TV) Washington news director. Mr. Edwards came down from New York to attend the opening of the new Bamberger television station Jan. 16, and appeared on ceremonial program during which he and Mr. Evans discussed CBS-TV special events.

(ABC), James Caddigan (DuMont), and Robert Bendick (CBS). Rodney Chipp, DuMont engineering director, served as chairman of the committee which coordinated engineering operations.

As with the other events, both the Gala and Inaugural Balls were telecast on a pooled basis, carried on all networks. WOIC (TV) had to cut away from the Gala in the middle because of a previous commitment, but picked it up again later. The Presidential Ball festivities were aired starting at 10 p.m. The pre-Inaugural Truman-Barkley dinner at the Mayflower Hotel last Tuesday was telecast in part by DuMont's Washington outlet, WTTG, and fed to WAAM (TV) Baltimore.

Cameramen, producers and supervisors also played their role in TV's initial Inauguration success. Among those reportedly assigned by their respective organizations:

(ABC-TV)—William Deganhardt, William Morris, Joe Lee, and Bob Doyle (producer).

(WMAL-TV)—William Fowler, Gil Ennes, Laurel Egbert, George Semyan, Van DeVries (producer).

(CBS-TV)—Robert Sammons (assistant supervisor, TV field Dept.), Fred Rickey (producer).

(WOIC-TV) — Lawrence Wilkenson (field supervisor), Jack Waldron, Norman Bailey, Harry Remmers.

(WTTG-DuMont) — David Milligan, Neal Edwards, Harry Randel (remotes supervisor).

(WNBW-NBC-TV) — Warren Deem, Dodd Boyd, Vernon Swiger.

Rebates for Inauguration

REBATES for time and talent, resulting from cancellations of regular programs due to radio and television Inaugural coverage, cost the major networks upwards of $75,000, it was learned last week.

Figures reported by the networks:

NBC-AM — $13,000 in time, $5,000 in talent; NBC-TV no cancellations.

CBS-AM — $14,500 time, $3,500 talent; CBS-TV no cancellations.

ABC-AM—$12,735 time; ABC-TV none listed.

DuMont-TV—From $10,000 to $15,000 in time.

MBS-AM — $6,000 in time.

FOLLOWING a meeting called for purpose of ironing out kinks in Inaugural radio and TV coverage plans, ABC-WMAL Washington news analysts and commentators gather in WMAL newsroom for informal group shot. (L to r): Jack Henry, WMAL; H. R. Baukhage, ABC; Charles Edwards, WMAL; John Edwards, ABC; Gordon Fraser, ABC; William Neel, WMAL; Taylor Grant, ABC; Bryson Rash, WMAL-ABC Washington special events director; Jack Beall, ABC; Earl Godwin, ABC-WMAL; Harold Stepler, WMAL; Lee Dayton, WMAL; Ted Malone, ABC; Martin Agronsky, ABC; Tris Coffin, ABC, and Elmer Davis, dean of ABC commentators.

CBS-AM imported 15 engineers from New York to supplement its WTOP Washington crew. Overall it utilized about 125 people. Network's aural operations were supervised by Davidson Taylor, CBS vice president in charge of public affairs, and Wells Church, its news director, who was producer. From 5 to 5:30 p.m. Thursday, CBS presented a tape resume of Inaugural proceedings.

CBS headliners at the Capitol were Eric Sevareid, Charles Collingwood, Edward R. Murrow, Ted Koop, Joseph C. Harsch, Claude Mahoney; (Treasury) Richard Hottelet, Griffing Bancroft, Hazel Markel; (Apex building) Bill Shadel, Elinor Lee, Bob Lewis (with walkie-talkie); (Old Post Office) Don Hollenbeck, (CBS mobile unit) Robert Nichols; (helicopter) Gunnar Back; (White House) John Daly.

NBC units

NBC put three mobile and 12 permanent vantage points to good advantage, using in addition a special car, station wagon and a P-54 Army plane. Jack Roney handled description from the air. Bob Trout did commentaries from the Capitol steps and Inauguration Stand. Others on the Hill were John Batchelder, A. Gillis, W. W. Chaplin, Dick Harkness and Don Cooper. Morgan Beatty, Ken Banghart, K. Ludlow, Mary Margaret McBride, Hollis Wright, Ned Brooks, Ray Henle, Frank Bourgholtzer, David Brinkley, Ralph Bergen and H. V. Kaltenborn rounded out NBC's aural battery. The network maintained two mobile units.

Bryson Rash, who also appeared on video, was ABC's aural Presidential announcer, assisted at the Capitol by John Edwards, Tris Coffin, Lee Dayton, and Ted Malone, who roved the crowd. At other points were H. R. Baukhage, Pauline Frederick, Taylor Grant, Martin Agronsky, Harold Stepler and Earl Godwin. Network's station wagon was manned by George Hicks. ABC, like NBC, also had microphones atop the Washington Monument and Capitol Dome, and at some 12 other locations.

Thursday night Mr. Rash and Miss Frederick collaborated on a special show from 11:35 to 12 midnight. Network also carried part of the Presidential Ball, and featured live pickups by John Edwards on his 11-11:15 p. m. news program.

ABC radio personnel numbered nearly 35. A dozen engineers from its New York headquarters were assigned to Inauguration events, as were some 15 producers and announcers, and other staff members. Network activities were headed by Thomas Velotta, vice president in charge of news and special events.

Mutual assigned more than 40 personalities, with Abe Schechter, network vice president of news and special events, in charge of coordinating MBS coverage. Sitting at WOL-MBS' master control board, he maintained contact with all staff members involved. Hollis Seavey and Art Feldman, of the Washington bureau, assisted in direction of overall Inaugural coverage.

Featured were such Mutual commentators as Al Warner, Fulton Lewis jr., Bill Henry, Bill Slater, Joe McCaffrey, Doug Mitchell, Cedric Foster, Bob Hurleigh, Henry LaCossitt, William Hillman, and Fred Fiske—stationed at 12 vantage points along the parade route stretching from the Capitol to the White House. Steve McCormick, MBS' Presidential announcer- spe-

(Continued on page 63)

NBC "alerted" its production staff of radio announcers and commentators for a pre-Inaugural briefing session at WRC-NBC Washington studios. Outlining network staff assignments and engineering details are (l to r): William McAndrew, assistant to the vice president, WRC-NBC Washington; Francis McCall, operations manager, NBC news and special events department, and Tom Phelan, chief engineer.

BRIEFING members of Mutual's coverage crew is Abe Schecter, the network's vice president in charge of news and special events. Receiving the plans are (front row, seated, l to r) Mel Ward, engineer; Albert L. Warner, commentator; Jimmy Dowd, engineer and Fred Fisk, commentator. Second row, seated (l to r) Don Herman, engineer; Sam Sheckels, engineer; Henry LaCossit, commentator, and Bill Hillman, commentator. Third row, seated (l to r) Sam Houston, engineer; Lee Higbie, commentator; Marilyn Falk, administrative assistant, and Robert Hurleigh, commentator. Back row (l to r) bending forward are Russ Turner, representing Commentator Fulton Lewis, jr., and Doug Mitchell, commentator. Back row, standing (l to r) Hollis Seavey, Washington director of special events; Joe McCaffrey, commentator; Porter Houston, engineer; Arthur Feldman, Washington news director; Cedric Foster, commentator; Earl Neely, engineer, and Steve McCormick, commentator.

P.I.-ICIDE

Radio Silencer Among Offers

PER INQUIRY deal to end all per inquiry deals, and gently snuff the life out of the broadcasting business at the same time, features a new and bumper crop of P. I. propositions.

The deal includes "RADI-OFF, The Automatic Radio Silencer."

This proposal for stations to peddle a gadget that would help sign their own death warrants is built around a series of scripts titled *The Magic Arm Program.*

It is the first project within recollection of NAB officials that asks stations to use the sales power of their facilities to promote a device that would prevent listening.

The epochal proposition is offered broadcasters by Robert F. Kilb Productions Inc., "The Good Will Program," 210 Fifth Avenue, Suite 1102, New York, N. Y.

RADI-OFF "will be unconditionally guaranteed." This reassuring promise is made in a letter mailed over Mr. Kilb's signature from Wellington Hotel, 136 State St., Albany, N. Y. Like other "time-saving and work-saving gadgets" offered by the Kilb firm, RADI-OFF is "nationally advertised" and sold through the company as distributors.

According to Mr. Kilb, RADI-OFF and other gadgets will be promoted through *The Magic Arm Program.* This program, he states, "can save you the time, trouble, expense and personnel necessary to write from 75 to 90 minutes of script. Your audience will enjoy the program, and you will profit by it . . . . you keep 33⅓% of collections and send the balance to us." Other gadgets include Safety Cooking Spoons; non-run nylons guaranteed for 90 days against runs and snags, and The Lingerie Dryer.

Surprise Entry

Surprise entry in the P. I. field, Parents Institute Inc., drew a reply from NAB asking if its *Parent's* magazine sells advertising on a per inquiry basis. NAB suggested that if the magazine would examine the calibre of merchandise advertised on a P. I. basis it would hastily withdraw its offer from such company. *Parents'* P. I. deal offers seven issues of the magazine for $1, with the station keeping half, according to Edward A. Sand, circulation director.

Ra-Ad Associates, Box 1013 Redwood City, Calif., quotes BROADCASTING figures on number of stations and CPs in a letter offering a series of P. I. items. R. E. Barringer, who signs the Ra-Ad letter, warns that "rates for straight time have doubled and in some cases tripled as against the fact that the listening audience potential has been divided by three since 1940—Hooper and Conlan ratings, notwithstanding."

Ra-Ad offers to pay 30 cents to the station for each dollar of business. Furthermore, the money will be paid in advance by a check which "is absolutely not to be cashed until the station receives the requisite amount of orders called for."

A little reciprocity might be a good idea in P. I., judging by correspondence between Octa-Gane, 2425 E. 57th St., Los Angeles 11, and WCNH Quincy, Fla. Octa-Gane enclosed a packet of unstamped post cards promoting its Gane Air Flow Needles for carburetors, suggesting, "These cards are for a few car owners in your organization. Will you please extend us the courtesy of handing these cards to them?"

The cards disclosed that Gane needles are advertised in the *Saturday Evening Post* but do not specify whether the Post advertising is on a P. I. basis.

The reply of A. B. Letson, general manager of WCNH, to Alexander Hursh, of Octa-Gane, says:

Dear Mr. Hursh:

I have received your packet of postal cards describing your Gano Air Flow Needles, and have distributed them as per your request.

Your thoughtfulness in offering to reciprocate this favor is appreciated, and I am happy to accept the offer. I am therefore enclosing the ---- rate card together with a supply of contract forms. Will you please contact some of the national advertisers in the Los Angeles area and try to line up a few accounts for this station?

Many thanks for your help in this matter, and I trust this will be the beginning of a profitable mutual assistance agreement.

A number of stations have written NAB and BROADCASTING protesting against an offer received from Pat Patrick Co., Glendale, Calif. The firm's proposal was received, they said, in envelopes carrying insufficient postage.

The shock sales approach is used in the letter signed by L. E. Patrick on behalf of the Pat Patrick Co., the letter opening with this sentence, "Would you consider selling us all of your available time starting tomorrow?"

This unusual offer apparently is forgotten as the company explains that it is giving away $8.95 twin-lens cameras to each listener who buys 12 rolls of film at 40 cents a roll. The station gets 75 cents per inquiry.

Smith, Bull & McCreery, 6642 Sunset Blvd., Hollywood, informs stations that it is now handling the Colgate Co. account for its product Trim-Z, reducing tablets. The new allowance is $1 per $3 bottle commissionable to the agency at the usual 15%, leaving a net of 85 cents for the station. The agency will provide tailor-made transcriptions, according to C. B. Ganz, account executive.

Babe-Eez Co., 11 Beacon St., Boston, has a 10-cent project for Babe-Eez which "is being enthusiastically received by doctors, nurses, and mothers in Massachusetts, and a large number of hospitals are recommending it. There is nothing else like it on the market." The Babe-Eez Co. letter carries a *Parents'* magazine seal of commendation. The deal is based on an offer of sample tins of Babe-Eez for 10 cents. If the station produces 1,500 dimes, a total of $150, it gets $75.

Leecraft Offers

Leecraft, 405 Lexington Ave., New York, is offering Banclok, "The World's Greatest Bank." It will pay $1 "clear profit to you for every coin bank sold by your station." Attached to the firm's letter is a coupon, which says, "Please Ship—Banclok Date-and-Amount Banks at $25.20 per dozen, less 2% 10 days, net 30, f.o.b. N.Y., packed four dozen to carton in assorted colors . . . . include mats." An advertisement in the *New York Times* is depicted, showing the bank advertised at $3.49 by Macy's.

James S. Beattie, 1909 Eye St. NW, Washington, D. C., submits an offer for a client, Worthington Products Co., maker of a drivers' safety kit. Mr. Beattie reminds stations, "Radio time costs you nothing, and all you need to do is to have this script read occasionally between programs. Nothing for you to do except run the spot announcement, help your listeners, and make some real money for

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BILLINGS

Post-Election Drop for Nets

CONCLUSION of the fall political campaign, which included only two days of November, dropped net work political billings from an October peak of $829,978 to $140,000 in November. Total gross billing of the four nationwide networks for the month fell nearly $1 million below the October total.

November network gross was $17,393,875. In October the gross had been $18,325,006. Figures were compiled by Publishers Information Bureau and released last week to BROADCASTING.

As in previous months, food advertising headed the list of network business categories by a wide margin, roughly $1 million and some 60% ahead of toiletries, which ranked second. Soaps, drugs and tobaccos ranked third, fourth and fifth, in that order. For the 11 months of 1948 the same five product groups were also the leaders, and in the same sequence except that the cumulative totals place drugs third and soaps fourth.

A comparison of the November totals with those for October [BROADCASTING, Dec. 27] will show some other noteworthy differences, although none of the magnitude of the fall-off in political billings. Automotive advertising for November rose to $1,036,459, a gain of $377,198 and nearly 60% above the October figures for this type of network advertising.

Toiletries Drop

Toiletries advertising, on the other hand, in November dropped about a quarter of a million dollars from its October total network billings, and advertising for cigarettes, cigars, pipes and lighters was down some $50,000. On the plus side, travel and resort advertising jumped from $98,528 in October to $128,976 in November, a gain of about 30%.

Class-by-class report of the gross dollar volume of network advertising appears in the accompanying table.

NETWORK GROSS BY PRODUCT GROUP
Jan.-Nov. 1948

Class	Nov. Gross Value	Jan.-Nov. Gross Value
1. Agriculture & farming	$128,539	$1,384,170
2. Apparel, footwear & accessories	132,246	1,314,728
3. Automotive, automotive accessories & equipment	1,036,459	6,924,347
4. Aviation, aviation accessories & equipment	—	—
5. Beer, wine & liquor	70,068	1,029,922
6. Building materials, equipment & fixtures	101,430	882,874
7. Confectionery & soft drinks	667,845	7,025,800
8. Consumer Services	274,449	2,383,822
9. Drugs & remedies	1,829,668	20,675,976
10. Entertainment & amusements	—	5,215
11. Food & food products	4,004,984	42,889,782
12. Gasoline, lubricants & other fuels	510,994	5,356,142
13. Horticulture	—	98,946
14. Household equipment & supplies	734,029	7,901,041
15. Household furnishings	109,654	1,222,052
16. Industrial materials	195,975	1,567,710
17. Insurance	322,075	3,886,207
18. Jewelry, optical goods & cameras	174,431	1,007,807
19. Office equipment, stationery & writing supplies	131,250	2,169,421
20. Political	140,000	1,213,282
21. Publishing & media	99,594	1,419,850
22. Radios, phonographs, musical instruments & accessories	124,611	1,395,453
23. Retail stores & shops	—	—
24. Smoking materials	1,684,138	18,356,831
25. Soaps, cleansers & polishers	1,935,681	18,813,131
26. Sporting goods and toys	—	59,089
27. Toiletries	2,586,232	29,275,985
28. Transportation, travel & resorts	128,976	227,504
29. Miscellaneous	270,547	2,558,023
TOTAL	$17,393,875	$181,045,110

ZCMI CAMPAIGN

Salt Lake City Store Finds Radio Pays

WHEN Brigham Young kissed his wives goodbye on the morning of March 1, 1869, and set out to open in Salt Lake City America's first department store, radio was only dreamed of by a few "mad" scientists. Marconi had not been born.

Little then did Mr. Young envision Zion's Co-operative Mercantile Institution of today. The store, largest mercantile establishment in the Intermountain West, conducts one of the most extensive retail radio sales campaigns in the country. At the annual convention of the National Retail Dry Goods Assn. in New York last week, ZCMI was awarded three prizes for retail radio programming, and an NAB "special commendation for the best overall job of radio programming by a retail store."

Making its appeal to three listener groups, ZCMI's two-year-old programming has been consistently successful. Sell-outs directly traceable to radio are anything but a novelty to the store, which ties in store-wide campaigns and newspaper ads with its highly specialized broadcasts.

Most formal of the ZCMI programs, the Utah Symphony Orchestra, is beamed to the general family. Program is planned on the theory that Utah listeners are musically mature. It does not, however, offer fare too esoteric for the average music lover.

Conducted by Maurice Abravanel on Thursdays, 8-9 p.m., MST, over KSL Salt Lake City, the symphony programs have used strictly institutional advertising in the past. This year, however, ZCMI is using the program for merchandise promotion, on such nationally known products as Magnavox (radio-phonographs), Coro (jewelry) and Drexel furniture. Commercials are handled in a dignified fashion.

While exact figures are not available, sales results are said to be excellent. The symphony has an 8.7 Hooperating, often reaching as high as 14, said to be the highest Hooperany symphony has hit in the West.

Salesuccess

(One of a Series)

The symphony programs, produced and announced by KSL staffers, cost $4,000 monthly. Tying in with the program, the civic-minded store sells low-cost tickets for the broadcasts to help support the symphony.

The campus crowd in the Salt Lake City vicinity, is devoted to *Campus Variety*, a breezy, mostly "bebop" program featuring interviews with college and junior college students, and records. Produced by Edward E. Kash of the David Evans Advertising Co., Salt Lake City, program sells pajamas, slacks, coke jackets and such merchandise in a pleasantly confidential "Tell ya what I'm gonna do" manner.

Campus Varieties, at a cost of only $800 monthly, was scheduled on KUTA Salt Lake City, an ABC affiliate, because its directional signal is strongest along the campus belt. It reaches such points as Ogden and Provo and into Idaho. The program is heard Mon.-Fri., 10:05-10:30 p.m.

Most successful and most extensively promoted of the ZCMI programs is that which is beamed to moppets. *The Story Princess*, heard Mon.-Fri., 5-5:15 p.m., on KSL, is the core of intense store-wide promotion. Much ringing of cash registers throughout the store is directly traceable to the princess' magic wand.

Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series features such childhood favorites as Little Red Hen and Snow White. Wooing children of ages 4 to 10, the princess, who is Miss Dalton herself, stickies her fingers with many related pies outside of the broadcast itself.

One highly successful offspring of the program is the TKT-DKD Club (translation . . . think kind thoughts—do kind deeds), open to youngsters writing letter descriptions of private altruistic deeds. Some 7,000 diplomas, impressively signed and sealed, have been issued. About 8,000 more were requested by youngsters forgetting to indicate their address.

The club's mailing lists are used for many promotional purposes. Each month the Story Princess gives a birthday party for club members observing birthdays within the month. An hour's program in the store, with cake, candles, balloons and entertainment, insures that 600 pairs of little ears will be glued to 600 radios for another year.

Parties Pay Off

The little ears are connected with clammering tongues, no doubt, for the parties pay off. Using a new doll, or other toy as bait, the store sends parents follow-up letters announcing that their offspring has requested such item while at the party. One thousand Story Princess dolls, one such special item, sold out in less than four weeks, and more than 500 others could have been sold as a direct result of such special plugging, the store believes.

Sparkle Plenty dolls, carried exclusively by ZCMI in the area, sold out in two hours after description by the Story Princess on her broadcast. The magic story spinner, authoress of several books for children, appeared at a Mother's Day gift shop, assisting youngsters in buying for mama, and sold over $2,000 worth of gifts in one afternoon.

Not limited to the Salt Lake City area, the youngsters come from miles around to Story Princess parties. Nine states—California, Arizona, Montana, Colorado, Nebraska, Utah, Idaho, Wyoming and Nevada, have been represented by the small fry in one afternoon. Miss Dalton also runs a Story Princess party service, whereby she plans parties and shops for games, favors, refreshments for parents. Such services, to which she personally attends, are free on condition that props be purchased at the store.

The show's popularity, not to mention its sales pull, is reflected in its 8.8 Hooperating, said to the highest for any Salt Lake City area program for the Monday-to-Friday schedules between 1 and 6 p.m. The program costs some $14,000 to produce. Only one commercial announcement is used on each program, and that is aimed directly at the youngsters. Clothing, as well as toys and books, is spotlighted with such approaches as "Why not tell your mother to get this yummy coat for big sister?" The program's success, from the store's standpoint as well as from an audience viewpoint, is reflected in reports that CBS has expressed interest in putting it on the network, while the store is reluctant to lose it.

Back of this intensified radio promotion is the store's vice pres-

(Continued on page 59)

AFTER SESSIONS of Associated Press directors' centennial meeting held in Corpus Christi, Tex., Jan. 4-6, leading newspaper publishers with radio station affiliations were guests of Ted Dealey, president of *Dallas Morning News* (WFAA). Mr. Dealey, first vice president of AP, picked up a group of the executives by plane in Corpus Christi and flew them to Dallas. Standing on steps of nearly completed $6 million *News* building: (L to r) Col. Robert R. McCormick, *Chicago Tribune* (WGN); Mr. Dealey; George F. Booth, Worcester, Mass. *Telegram-Gazette* (WTAG); Arthur Hays Sulzberger, *New York Times* (WQXR); Josh L. Horne, Rocky Mount, N. C. *Telegram* (WCEC); Edward H. Butler, *Buffalo News* (WBEN); Leonard K. Nicholson, New Orleans *Times-Picayune* (WTPS); E. Palmer Hoyt, *Denver Post*; Paul Bellamy, Cleveland *Plain Dealer* (WHK); Roy A. Roberts, Kansas City *Star* (WDAF), and Buell Hudson, Woonsocket, R. I. *Call*. Also a guest, but not shown, was J. R. Knowland, Oakland, Calif., *Tribune* (KLX).

GATHERED in the trophy room of Ted Dealey's Dallas ranch house were radio, newspaper and city personalities and their wives. (L to r): Mayor James Temple of Dallas (which operates municipal station WRR); Martin B. Campbell, WFAA general manager; Jess Sweeton, Henderson County sheriff; Mrs. Campbell; George F. Booth, Worcester, Mass. *Telegram-Gazette* (WTAG), and Mrs. Joseph Lubben, wife of the Dallas *News* assistant business manager.

BALTIMORE GAG

Case in Court Wed.

FIVE Baltimore stations face Baltimore Criminal Court Wednesday morning on contempt of court citations growing out of the city's Rule 904, known as the "Baltimore Gag." Presiding will be Judge John B. Gray Jr., of the Seventh Maryland Judicial Circuit.

According to opinion in legal circles, four of the stations likely will be heard by the court Wednesday. They are WFBR WITH WSID and WCBM. WBAL, the fifth station cited, has raised a number of procedural issues which may bring postponement of the station's hearing.

Prosecutors for the States Attorney's office will be Anselm Sadario and Harold Grady, assistants.

Brief as *amicus curiae* was filed last week by the American Newspaper Publishers Assn. NAB announced it would file a brief at the time of the hearing.

Expected to Appeal

Should an unfavorable ruling be handed down by Judge Gray, at least one of the stations, WCBM, is expected to appeal to the Maryland Court of Appeals, and then to the U. S. Supreme Court, if necessary.

ANPA contends in its brief that the court's Rule 904 is probably the most "stringent rule of censorship of the press and control of the dissemination of important information concerning crime" ever laid down in the United States.

The ANPA declares the rule in effect "subjects every newspaper and every broadcaster within the jurisdiction of the court to punishment unless in advance of publication approval of the matter published is obtained from the court. It not only restrains publication of matters actually before the court but publication of matters that have not even reached the court."

Eloquently arguing the rights of broadcasters, ANPA told the court that its contempt rule, known as the "reasonable tendency test," was rejected "once and for all" by the U. S. Supreme Court in favor of the "clear and present danger" test. The Supreme Court's decision was issued in 1941 and the antiquated Rule 904, based on old English common law, was found to violate the First and Fourteenth Amendments to the Constitution.

Contempt Abuses Reviewed

After reviewing the history of contempt abuses by courts in this country, the ANPA brief said the Baltimore court "has continued to enforce its Rule 904 which is based upon a misconception of the power of a court to punish for contempt by publication and which has had the effect of placing editors and news broadcasters under court censorship."

Continuing, ANPA said application of the rule "herein turns the pages of history back to those days in the mother country when publishers, writers and editors were placed under good conduct bonds and forced to submit their copy to censors for official approval before publication."

This is "repugnant to our Constitutional guarantees," said ANPA, notwithstanding the fact that the Supreme Court has laid down the rule to govern all courts, including itself, in determining what constitutes contempt by publication. "The Supreme Court has held that no publication of news or editorial comment may be punished as a contempt unless the publication amounts to 'a clear and present danger to a fair administration of justice'," ANPA argued.

Involves Murder Case

The Baltimore stations and a radio newsman were cited for broadcasting news about a man arrested for two murders, and in advance of the trial. They carried facts officially made public by police officials who had obtained a confession from the prisoner, later found guilty. Recently the court held it had jurisdiction over WSID, located in suburban Essex outside the city limits, because its signal crossed the city lines [BROADCASTING, Jan. 17].

SPONSORSHIP of three nighttime and two daytime network programs played a big part in boosting the Philip Morris Co.'s sales to record levels in 1948, Seymour Ellis, firm's assistant advertising manager in charge of radio and television, told annual sales meeting in New York this month. Philip Morris cigarettes are promoted over more stations weekly than any other single brand product, he said.

Records Thesis

JAMES A. LEBENTHAL, a Princeton U. senior from New York, departed from precedent by recording his thesis so that it can be heard instead of read. Mr. Lebenthal spent nine months gathering material for the thesis which is based on Gov. Thomas E. Dewey's strategy in winning the Republican Presidential nomination and includes recordings from the Republican Convention floor, transcriptions of the Dewey stampede on the third ballot and the New York governor's acceptance speech. Professional radio announcers helped the 20-year-old Princetonian record the 33,000-word tract on five miles of wire taking five hours to play.

VOD WINNERS

Four Student Essays Chosen

FOUR boys, whose spoken essays were chosen from 250,000 high school entries, will be awarded college scholarships and a week in Washington as sectional winners in the second annual Voice of Democracy contest.

The boys succeed four girls who were chosen winners in the first contest a year ago.

Selections were announced over the weekend by the committee of judges selected by NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Awards will be presented by Attorney General Tom C. Clark at a luncheon to be held Feb. 23 in Washington.

The winners:

Richard Caves, Bath High School, Everett, Ohio; Charles Kuralt, Central High School, Charlotte, N. C.; George Morgan Jr., Hutchinson High School, Hutchinson, Kan.; Kerron Johnson, Wilson High School, St. Paul.

NAB member stations participating in the contest, a feature of last National Radio Week, in the home communities of the national winners were WAKR and WHKK Akron; WAYS, WBT, WGIV and WSOC Charlotte; KWBW Hutchinson; WMIN and KSTP Minneapolis-St. Paul.

The competing students wrote and voiced broadcast scripts on the topic, "I Speak for Democracy." The U. S. Office of Education, Federal Security Agency, again endorsed the competition. Eliminations were held in individual schools last November, moving into community competitions. Junior Chamber officials named local panels of judges. State winners were named by judges on the basis of transcriptions made from the original broadcasts by local stations.

In congratulating winners of the second contest and their sponsoring stations, Judge Miller said, "These four young men have been chosen as winners of the Voice of Democracy contest after the keenest possible competition, among a quarter - of - a - million high school students.

"I congratulate them and their enterprising station sponsors. Indeed, we must remember that thousands of other youngsters also spoke eloquently and intelligently about democracy. That they did, and that they were heard by millions on American broadcasting stations, is testimony to the vitality of our way of life."

Sitting on the board of judges that heard the state winners were Margaret Culkin Banning, author; Attorney General Clark; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Oveta Culp Hobby, vice president of the *Houston Post*, operating KPRC; Eric Johnston, president of Motion Picture Assn. of America; Frances Perkins, Civil Service Commissioner; Glenn E. Snow, Dixie Junior College, St. George, Utah, retiring president of National Educational Assn.; James Stewart, actor.

Richards Coordinates

The student competitors wrote essays after hearing a series of background scripts voiced by Mr. Stewart; Justin Miller, NAB president; Maj. Gen. Luther Miller, Army Chief of Chaplains; Paul Bagwell, Junior Chamber president; Dr. John W. Studebaker, former U. S. Commissioner of Education.

Coordinating the contest was Robert K. Richards, NAB director of public relations and publications, chairman of the joint VOD committee. Other committee members are James Dawson and Ben Miller, NAB; Robert H. Richards, Junior Chamber; James D. Secrest, RMA; Dr. Kerry Smith, Office of Education.

The week in Washington will include a visit with President Truman, visits to Congress, sight-seeing, network broadcasts and telecasts, and other major events. The awards luncheon will be held at the Statler Hotel, Washington.

Winners of state contests, as well as community winners, will be given certificates and in many cases have received radio sets. The Junior Chamber handled details of local and state competitions.

Some 20,000 students entered the 1947 VOD contest. The four girls who won sectional eliminations were given scholarships and trips to Washington a year ago.

LEGISLATION

Fogerty Bill Asks Housing Census

LEGISLATION looking toward inclusion of a housing census in the 1950 decennial census was set in motion last week with introduction of a bill (HR-1215) by Rep. John E. Fogarty (D-R. I.).

The population count in 1950 already has been authorized but the Taft bill passed at the last session, authorizing a check of housing and facilities, died in the House.

In the 1940 census, the radio receiving set question was included in the housing census. Only chance for a radio question in 1950 lies in passage of the Fogarty bill or a similar measure. Should legislation be enacted to authorize the housing count the Census Bureau would decide whether radio is to be included.

President Truman proposed a $15,000,000 grant in the 1950 fiscal year for a housing count but passage of legislation is necessary before the money can be appropriated.

Text of the Fogarty bill follows:

Be it enacted . . . That the Director of the Census is authorized and directed to take a census of housing in each state, the District of Columbia, Hawaii, Puerto Rico, the Virgin Islands, and Alaska, in the year 1950 and decennially thereafter in conjunction with, at the same time, and as a part of the population inquiry of the decennial census in order to provide information concerning the number, characteristics (including utilities and equipment), and geographical distribution of dwelling units in the United States.

The Director of the Census is authorized to collect such supplementary statistics (either in advance of or after the taking of such census) as are necessary to the completion thereof. . . .

Also on the Capitol Hill scene last week Congress gave the President, Vice President and Speaker of the House pay raises.

The measure approved by the House and Senate originally contained pay raises for agency heads and assistant heads, but was amended to expedite its passage. The pay raises for high government officials, such as the FCC and FTC Commissioners, are now contained in separate bills before the Congress.

President Truman last week asked Congress to give him permanent authority to reorganize any executive agency, subject to the approval of both the House and Senate. The temporary powers for reorganization, granted the President under a 1945 statute, expired last April 1.

Follows Recommendations

The Chief Executive's request was in line with recommendations of the Hoover Commission currently preparing plans for streamlining the executive branch of the government. No agency would be exempt from provisions of such a measure.

Shortly after Mr. Truman's message was delivered to Congress, Sen. John L. McClellan (D-Ark.) introduced a bill to carry out the President's recommendations. Joining in sponsorship of the bill (S-526) were Sens. James O. Eastland (D-Miss.), Joseph R. McCarthy (R-Wis.), Clyde R. Hoey (D-N.C.), and Herbert R. O'Conor (D-Md.). It was referred to the Senate Executive Expenditures Committee, of which Sen. McClellan is chairman.

A pay raise of $650 annually for all federal employes was recommended in a bill (S-559) introduced Jan. 18 by Sens. Olin D. Johnston (D-S.C.), William Langer (R-N.D.), Herbert R. O'Conor (D-Md.), and Raymond E. Baldwin (R-Conn.). The measure was referred to the Senate Post Office and Civil Service Committee.

Sec. of Commerce Charles Sawyer, in a letter transmitted to Congress Jan. 17, proposed a bill to provide for the dissemination of technological, scientific, and engineering information to American business and industry.

A measure (S-453) was introduced by Sen. Edwin C. Johnson (D-Col.), to authorize the establishment of ten positions in the professional and scientific service in the Department of Commerce. Salaries of $10,000 to $15,000 would be provided for the positions proposed for research and development functions relating to the national defense. The Senate Commerce Committee, headed by Sen. Johnson, has been assigned the bill.

Walter Bill

Rep. Francis E. Walter (D-Pa.) introduced a bill to provide legislation to prevent disclosures of information concerning the cryptographic systems and the communication activities of the United States. His bill (HR-1263) was referred to the Judiciary Committee.

A companion bill on crytography was introduced in the Senate by Sen. Millard E. Tydings (D-Md.). This measure (S-277) was referred to the Senate Armed Services Committee.

The companion measures were recommended by Defense Secretary James Forrestal in a letter to Speaker of the House Sam Rayburn. This recommendation aroused suspicions that security safeguards might prove to be a checkrein on newsmen and result in unwarranted prosecutions [BROADCASTING, Jan. 10].

Rep. Emmanuel Cellar (D-N.Y.), who heads the House Judiciary Committee, indicated that the bill would bear close scrutiny. He indicated such measures sometimes contain jokers which might result in unjust penalties against newsmen.

The military has explained that the legislation it proposed does not in any way control the free dissemination of information.

NEW MODELS

Shown by Philco in N. Y.

INTRODUCING its new line of "wide screen" television models at a New York luncheon last Wednesday, Philco Corp., Philadelphia, disclosed them to be last year's models in this year's dress.

Utilizing tubes the same sizes as those used last year in the same models, Philco has masked the tubes so as to display their maximum face limits. Picture size has not increased, although there is an illusion of larger pictures. The screen sizes have increased from 52 to 61 square inches on Model 1150, which sells for $349.50, and from 72 to 90 square inches on Model 1450, at a $439.50 list. These are eye-level consolettes, with 10" and 12" tubes, respectively.

The new table model, number 702, offering a 7" tube, sells at $189.50 while the "wide screen" principle is used on two 5-way combinations with 10 and 12-inch tubes selling for $599.50 and $699.50. These feature AM and FM radio, dual tone arm phonographs, and of course the 61 and 90 square inch viewing screens, respectively.

SET to be used by NBC's *Quiz Kids* when show goes on network television from WNBQ Chicago Jan. 25 is studied by (l to r) Paul McCluer, NBC Central Division sales manager; John Lewellen, program manager; Jeff Wade of Wade Advertising, Chicago, agency for Miles Labs., and Ben Wampler, scenic designer at the NBC-TV department in Chicago, who created the schoolroom set. Blackboards will appear behind the children's desks and Quizmaster Joe Kelley's seat.

ATLASS

Seeks KLAC Los Angeles

RALPH L. ATLASS, president and general manager of WIND Chicago, and Benjamin F. Lindheimer, wealthy Chicagoan who formerly headed the Illinois Commerce Commission, are "negotiating" for the purchase of KLAC Los Angeles, Mr. Atlass disclosed Thursday.

He said reports from the West Coast that he was interested in buying the 5 kw station for in excess of $400,000 are "substantially correct."

"I like it in California and hope to live there some day," he said in reply to a question whether he intended to transfer all of his interests to the West Coast.

Mr. Atlass is chief owner of WLOL Minneapolis and has a heavy interest in WKTY La Crosse, Wis., as well as WIND. He revealed Thursday that negotiations are underway for the *La Crosse Tribune* to purchase WKTY. William Burgess, publisher of the *Tribune*, told BROADCASTING that conversations relative to purchase of the station were held as recently as last week.

Mr. Atlass said the Los Angeles deal is being discussed with Warner Brothers. The motion picture firm's purchase of KLAC and KLAC-TV and KYA San Francisco from Mrs. Dorothy Thackrey has been held up by the FCC. Warner Brothers already own KFWB Los Angeles.

Mr. Atlass, partner in the proposed Los Angeles venture, is one of Chicago's most influential financial, political, and sports figures. A close friend of Illinois' late Gov. Henry Horner, Mr. Lindheimer was chairman of the Illinois Commerce Commission for three years. He has been an active member of the Chicago Board of Trade for 10 years, is executive director of the Arlington and Washington Park race tracks, and chairman of the executive committee of the All-America Professional Football Conference.

He owns the Los Angeles Dons football team, nearly all of Chicago's Washington Park and is chief owner of Arlington Park.

Mr. Atlass said negotiations in Los Angeles are with Col. Nathan Levinson, representing Warners.

The WIND president is a brother of H. Leslie Atlass, vice president of CBS in charge of the Central Division and general manager of WBBM Chicago. The Atlass brothers developed WBBM, WIND and WJJD into outstanding Chicago stations, selling WBBM to CBS and WJJD to Marshall Field.

MULTIPLE OWNERSHIP *FCC May Adopt Rules Despite Objections*

By RUFUS CRATER

FCC APPEARED disposed to adopt its proposed new multiple-ownership rules—but perhaps with modifications—despite virtually unanimous opposition directed against them in oral argument last week.

Industry's objections, heard by the Commission in a three-hour *en banc* session Monday, ranged from suggestions for changes to unqualified denial of FCC's right to issue such rules in any form. Observers felt FCC might revise some of the terms of the proposed regulations but would not abandon them.

The proposed rules [BROADCASTING, Aug. 23, 1948] would impose a seven-station ceiling on multiple ownership in AM, continue the present six and five-station limits in FM and TV, respectively, and also, for each class, establish ceilings on the number of stations in which a stockholder might have minority interests.

The Proposal's Formula

The number of allowable controlling interests would be determined, under the proposal, by the number of minority interests, and vice versa. In AM, the range would extend from no minority holdings if seven stations are controlled to 14 minorities if no station is controlled; in FM, from six controlled stations with no minority interests to 12 minorities with no controlled station; in TV, from five controlled and no minorities to 10 minorities and none controlled.

Principals in the attacks on the proposed rule were Duke M. Patrick, Washington attorney representing the Paramount Pictures' television interests; Joseph H. Ream, executive vice president of CBS; Paul A. O'Bryan, attorney for the Fort Industry Co. stations; Thomas N. Dowd, counsel for WIND Chicago; James A. McKenna Jr., representing four stations and applicants, and Gustav B. Margraf, vice president and general counsel for NBC.

FCC Chairman Wayne Coy presided. Other Commissioners present were Paul A. Walker, Rosel H. Hyde, Robert F. Jones, and Frieda B. Hennock. Participating as Commission counsel were Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, and Paul Dobin, attorney.

'Lacks Authority'

Opening the arguments, Mr. Patrick told the Commission not only that it lacked authority to issue such rules but, aside from that, their issuance would be of questionable wisdom in television's present formative state.

"It is difficult at any time to say that the ownership and operation of a given number of television stations, or parts of such stations, will constitute a monopoly irrespective of questions of coverage and location," he declared. "We submit that it is impossible at this time."

Referring to Paramount's ownership of 29% of Allen B. DuMont Labs, which FCC has held tentatively to amount to control, Mr. Patrick said its television applications have "received the quiet treatment" from the Commission ever since the Paramount-DuMont question was raised in early 1947. In that time, he said, FCC has granted no Paramount television application, though grants have been issued meanwhile to other applicants in cities where Paramount is applying.

Paramount's station ownership situation may be decidedly changed as result of developments in the government's anti-trust suit against the major motion picture producers, he reported.

If Paramount disposes of its theatre companies (through which most of its television stations and applications are held), he explained, Paramount's television properties might be vested in a single company, Paramount Television Productions. This company now has one station and one application. The theatre companies then "would stand entirely on their own feet and would be entitled, even under the Commission's proposal, to five stations," Mr. Patrick pointed out.

Delay to 1953

Under FCC's proposal, effectiveness of the rules insofar as "existing situations" are concerned would be delayed to Jan. 1, 1953, "to permit the orderly disposition of interests." Mr. Patrick said this provision should be construed "in such manner that [the rule] will constitute no bar to the prosecution and grant of any applications filed by the Paramount group prior to Jan. 1, 1953." FCC often makes grants with a condition that the grantee rid himself of certain other interests within a specific period of time, he pointed out.

On behalf of CBS, which owns 7 AM stations and 45% of another, Mr. Ream asked that the AM ceiling be raised from seven to eight, and that the FM limit be increased to the same number. Ownership of more than eight might be allowed under his plan upon a clear showing that it would be in the public interest. He urged that no definite limitation be placed on TV ownership now, in view of the channel shortage and general uncertainty as to the number of stations in the future.

Mr. Ream

Mr. Ream centered his argument on networks' need for owned stations to help support other broadcasting operations. The financial stability of any broadcasting organization depends upon the profitability of the owned stations, he declared, asserting that any rule restricting station ownership will threaten the stability of networks. Because of the high operational expenses, he emphasized, television stations in particular will depend largely upon networks for programming, thereby making strong networks more than ever essential.

CBS Revenues in 1947

Mr. Ream said that the 1947 revenues of all CBS operations (except recording company) totaled $49,113,515, while profit before federal taxes amounted to $7,177,179. The margin of profit, he said, was 29.8% for CBS-owned stations and 7.1% for the network operation.

Under questioning from the bench, he said he didn't see how competition would be restrained "if Mr. X, who happens to own a certain number of stations, comes in and competes with the stations already in a city." To further questions he said if the multiple-ownership ceiling were going to be fixed on competitive basis, then allowances should be made for differences in power.

Speaking for the Fort Industry Co., Mr. O'Bryan attacked the "illogicalness" and "impracticability" of FCC's proposed rule. The FM and TV limits, he contended, should be the same as the AM limit.

Mr. O'Bryan

He noted that Fort Industry owns seven AM stations, for example. WMMN Fairmont, W. Va., is the only one of the seven without an FM affiliate. Under FCC's six-station FM limit, he pointed out, WMMN is prohibited from offering on FM the service it has been providing by AM for some 20 years—and consequently, he predicted, WMMN ultimately may be forced to discontinue service altogether. If this happened, he pointed out, "concentration of control" in Fairmont would be greater, not less.

Mr. Dowd, representing WIND, called attention to the "injustice" suffered at FCC's hands because H. Leslie Atlass, 19.2% owner, is also CBS vice president in charge of WBBM Chicago. Under FCC's proposal, a person could not be an officer or stockholder of two stations of the same class in the same community.

Wants Immediate Actions

Contrary to general Commission procedure, Mr. Dowd declared, action on WIND's television application was held up until others were filed, necessitating a hearing. He urged FCC to make grants conditioned on compliance with the rule by its effective date, and not to withhold action on applications until compliance had been achieved.

Mr. McKenna told the Commission its proposed rules would be unwise even if it had authority to issue them—and he felt the authority clearly was lacking. In a provocative discussion of FCC jurisdiction and power, he raised no question of FCC's right to deny an application, after a hearing, on grounds that a grant would produce undue concentration of control. But, he argued, FCC lacks authority to set an arbitrary limit and refuse to consider applications which would exceed that limit.

Mr. McKenna

Further, he said, the need for multiple ownership rules is far less

(Continued on page 60)

ARK. ASSOCIATION *Zimmerman Heads New Group*

FORMATION of the Arkansas Broadcasters Assn. has been announced by its new president, G. E. Zimmerman, KARK Little Rock. A certificate of incorporation has been issued to ABA.

Other officers are Sam W. Anderson, KFFA Helena, vice president, and Al Godwin, KFPW Fort Smith, secretary-treasurer.

Named as directors are Bob Choate, KWFC Hot Springs; Leon Sipes, KELD El Dorado; John J. Wolever, KTHS Hot Springs; David Crockett, KAMD Camden; Harold Sudbury, KLCN Blytheville, and Ted Rand, KDRS Paragould.

Formation of the association is designed to promote cooperation among its members; to promote and develop the art of broadcasting; to encourage practices for the best interests of the industry, and to act as a regional contact with NAB.

Membership is limited to representatives of "licensed standard broadcast stations" in the state and is subject to approval of the board of directors.

The board is composed of three officers and six other persons selected from the membership. Term of office is one year.

IN IOWA, RADIOS WAKE UP THE ROOSTERS!

60.2% of Iowa women and *57.9%* of Iowa men listen to the radio *before 8 a.m.* on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey *.

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. *Even before 6:30 a.m.*, 16.4% of the women and 18.7% of the men are up—*and listening!*

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey's Eleventh Annual Study. *All* the facts confirm the Survey's policy of keeping standard information up-to-date and of "*bringing to light new information* not previously gathered."

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives

AD ANALYSIS

Radio Differs from Print

"RADIO differs to a considerable degree from magazines and newspapers in terms of types of goods and services advertised," Ralph Cassady Jr., managing editor of *Journal of Marketing*, and Robert M. Williams, both of the U. of California, state in an article in the January issue of *Harvard Business Review*.

Titled "Radio as an Advertising Medium," the article reports on an analysis of advertising on four Los Angeles network affiliates and four independent stations, in four Los Angeles newspapers and three national weekly magazines.

In addition to radio's differences from the printed advertising media, the researchers also found differences between the network and the non-affiliated stations "which indicate that some degree of specialization prevails within the radio field itself. No doubt some of the differences result primarily from the relatively lower cost of advertising on independent stations in situations where the market is local. There is some indication that individual stations are in a position to specialize in advertising certain types of products because of differences in types of listeners which are related in turn to differences in types of programs."

Concluding that "it is impossible at this time to present a definitive explanation of the strong points and limitations of radio as an advertising medium," the authors do draw certain hypotheses which they say "may throw some light on the problem." These hypotheses are:

"1. Radio is a medium which lends itself to emotional appeals. The quality of seeming to speak personally to the listener is very helpful in this connection, particularly in the sale of certain types of products such as drugs.

"2. Because of the inability of listeners to remember a large number of individual prices, radio is limited in its effective use of price advertising, which is necessary in the sale of some goods. Thus, in such a use radio has only complementary possibilities:

"3. Radio perhaps more than most other media needs a brand or a manufacturer's name to tie to, whereas labels are either lacking or unimportant in some lines.

"4. Radio is not equipped to publicize effectively goods requiring the use of appeals to the visual sense, such as the long sweeping lines of an automobile.

"5. Because of its complete reliance on momentary sense impressions, radio is not adapted to describing the technical aspects of products such as the advantage of a motor car powered by an engine in the rear. But it may be used in some instances indirectly, as to awaken interest in visiting showrooms where such a car can be examined personally.

"6. Women make up the large bulk of the radio audience. Consequently, those products on which women exert the largest purchasing influence are most effectively advertised through this medium—foods, drugs, cosmetics and so on.

"7. Radio seems to be utilized by advertisers who do a great deal of advertising of all sorts. Note, for example, that the nine industries which ranked highest in advertising expense as a percentage of net sales in 1940 (according to FTC) — drugs and medicines (13.94%), cereal preparations (13.08%), cigarettes (11.30%), soaps and cooking fats (10.94%), distilled liquors (9.79%), malt beverages (8.97%), tobacco products (8.20%), cigars (5.40%), and fruit and vegetable canning (4.49%)—are largely the same as those which are the highest in radio advertising. It is possible that those companies which follow shotgun methods do not need to attempt a precise evaluation of various media.

"8. Because of descriptive and other limitations radio is somewhat handicapped when used for retail advertising. Hence those firms promoting products like furniture which are publicized largely if not entirely at the retail level do not have much opportunity to use this medium.

"9. Radio advertising lends itself particularly to publicizing repeat-sales merchandise in general demand at a low unit price so that the consumer can easily be induced to try out the item. Commodities not so promoted appear to be at some disadvantage in the use of this medium."

8 Buy 'Tello-Test'

PIONEER telephone quiz show, *Tello-Test*, was sold last week to CKLW Detroit, KCRG Cedar Rapids, Iowa, WMPS Memphis, KUTA Salt Lake City, KWWL Waterloo, Iowa, WTTH Port Huron, Mich., WASA Havre de Grace, Md., and WRRN Warren, Ohio, according to Radio Features Inc., Chicago, producers of show.

ANTI-CLEAR GROUP

Chicago Meeting Jan. 28

DISCLOSURE that in excess of 100 stations have joined in an anti-clear channel movement, which appears to assure the minimum budget of $10,000, was made last week by Ed Craney, managing director of Pacific Northwest Broadcasters, in calling an organization meeting Jan. 28 at the Palmer House in Chicago [CLOSED CIRCUIT Jan. 17].

Simultaneously, Mr. Craney revealed that Sen. Edwin C. Johnson (D-Col.) new chairman of the Senate Interstate & Foreign Commerce Committee, will fly to Chicago to address the luncheon. Sen. Johnson has reintroduced his bill of last session which would limit AM station power to a maximum of 50,000 watts and would not preclude duplication of clear channels.

Sen. Johnson

E. B. Craney

Mr. Craney announced that 112 replies had been received to his letter of last month seeking support for an organization of independent broadcasters. The total one-hour rate of these stations is in excess of $10,000—the figure set by Mr. Craney as the minimum for establishment of a Washington office, with a paid director.

Invited to the Jan. 28 session, in addition to independent broadcasters, were members of the former Regional Broadcasters Committee and anti-high power advocates who participated in or wrote letters favoring the Johnson Bill at the last session of Congress.

Mr. Craney said there were not enough stations in the old Regional Broadcasters Committee to "keep up the fight."

"We are faced with the problems of both necessary funds for a revitalized organization and with active support by members who will inform their Congressmen and Senators of exactly what the 'big boys' want to do with American radio.

"We are going to have to maintain an active office in Washington. We need a paid director who will keep us posted and will get out and make a fight in our interest. Unless the membership directs otherwise the organization should work on no other problem than clear channels in AM and possibly stratovision in TV. You and I do not want Government ownership of radio in the USA. Our best guarantee is to keep it in many hands. 20 Super Power Stations means concentration and then Government ownership."

Fee Is $10

The registration fee for the Chicago meeting will be $10, including luncheon. Mr. Craney advised that "only those affiliated with stations not owned by a network or by a Class 1A station will be admitted" to the closed sessions.

Mr. Craney said that Walter J. Damm, WTMJ Milwaukee, had arranged for the meeting rooms at the Palmer House. The session will begin at 10 a.m. He pointed out also that John Sheppard 3d, former chairman of the Regional Committee, "is 100% out of the broadcasting business" and will not attend the Chicago meeting.

NARSR

Corporation Form Adopted; Committees Named

NATIONAL Assn. of Radio Station Representatives formally adopted the corporation form at a special members meeting in New York Jan. 19, when by-laws previously passed by the directors were approved. Directors of the new corporation are the four officers, Frank M. Headley, president; Adam J. Young Jr., vice president; F. Edward Spencer, secretary; and Lewis H. Avery, treasurer. In addition, H. Preston Peters, Eugene Katz and Edward Petry were also made directors.

The NAB code was once more endorsed by the association. Members also adopted the resolution disapproving of giveaway shows involving free advertising for non-sponsor donors of prizes.

Adopt Resolutions

Resolutions adopted included also approval of NAB actions, a sales managers executive committee designed to prevent free use of station facilities for commercial advantages and elimination of efforts to buy time on a per inquiry basis.

Mr. Headley announced the appointment of the following committees:

Spot promotion and research—Eugene Katz, chairman, Robert Meeker, Edward Shurick. Programs—Paul Raymer, chairman, James Lebaron, Otis Rawold. Trade Practices—George Brett, chairman, Fred Brokaw, Louis Moore. New Ventures—Don Donahue, Chairman, George Bolling, Paul Senft, Robert Reuschle. Rates—Hines Hatchett, chairman, Arthur McCoy, Fred Brokaw, Mort Bassett. Public Relations and Publicity—H. Preston Peters, chairman, Adam J. Young Jr., Henry Christal. Television—Russell Woodward, chairman, Joseph Weed, Edward Codel. Sales strategy—Adam J. Young Jr., chairman, Fred F. Hague, William Faber. Association policies—Joseph Weed, chairman, Joseph Dimlin, Harry Friedenburg. Industry Promotion—F. Edward Spencer, chairman, Charles Hammerstrom, Jerry Lyons. Chicago Counsel—John Blair, chairman, George Hollingbery, John Pearson, Edward Voynow. Index and Statistics—Lewis Avery, chairman, Dan Danenholz. Legal—Edward Petry, chairman, H. Preston Peters, Eugene Katz, Wythe Walker.

Always good for a laugh!

This is a "bread and butter" shot for a professional photographer. Newspapers and magazines always buy them . . . because they're always good for a laugh.

We know another item that's always good for a laugh.

That's the coverage figures some high-wattage stations get out.

According to some we've seen, only two-headed idiots listen to any station but theirs!

What a joke!

What an *expensive* joke for buyers who fall for it!

We don't claim everybody in Baltimore listens to W-I-T-H all the time.

But we do claim this: *W-I-T-H delivers more listeners-per-dollar than any other station in town!*

It costs you less . . . to sell more . . . on W-I-T-H! W-I-T-H is the big independent with the BIG audience! So if you're looking for *low-cost* sales in the nation's 6th largest market, get in touch with your Headley-Reed man today.

W·I·T·H

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed

long term gains

or

short term gains

HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

More total audience—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. BMB—ADJUSTED TO DATE

More average audience—On a *national* basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. U S HOOPERATINGS

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. PROGRAM HOOPERATINGS—DECEMBER 15-21

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. BASED ON PIB

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. U S HOOPERATINGS

Such are the proportions of...

NBC...America's No.1 Network

THE NATIONAL BROADCASTING COMPANY—*a service of Radio Corporation of America*

A Service of Broadcasting Newsweekly

JANUARY 24, 1949

TELECASTING

TV, 'A GOING BUSINESS

CBS Clinic Opens in N. Y.

HARD facts of television's future were discussed Friday at the opening of the three-day television clinic held by CBS in New York on the theme, "Television Is a Going Business as 1949 Begins."

Before the registration lists were closed, approximately 250 executives from stations around the country and from Canada, Puerto Rico, the Philippines, Alaska and Hawaii were expected to attend.

The clinic is the second held by the network. The first, conducted in March 1948, was regarded as so successful that it was decided to hold the second one and extend it over a three-day period.

Concern for the future of television, said J. L. Volkenburg, vice president and director of television operations, arises not from any alarming or unhealthy crisis, but because of its tremendous expansion. He said the clinic would demonstrate that television is now a highly practical advertising, selling and entertainment medium.

Best means of insuring growth of TV, said Mr. Van Volkenberg were programs of high network caliber. He also maintained that the high cost of TV programming means that network productions are the quickest, safest and most economical way of spreading the costs. He cited as examples the CBS *Bob Howard* program, requiring a crew of 20 in TV, could be produced for AM broadcast with three people, and the *Ford Theatre* which requires 40 people in TV but only 16 in AM broadcasts.

'New Money'

Several national advertisers are showing willingness to raise "new money" for television ventures, according to David Sutton, CBS-television sales manager. This money, he emphasized, would not come out of any present advertising appropriation.

"In one case," said Mr. Sutton, "the client has informed its agency that it will be willing to meet ⅓ of its television billings with such outside funds."

He asserted this gives reassurance that leading advertisers are not thinking of television as a substitute for present and satisfactory advertising media, but are thinking of it as a direct selling medium and are charging up its costs to such other budgets as sales or demonstration.

He also pointed out that the record of the last ten months indicates that impressive amounts are being invested in television on the local level. He said 84 out of TV's 237 advertisers last April were retail outlets. As of Jan. 1, there are 183% more—238 retail outlets using television locally, he said. Retailers are the largest single group of television advertisers today, he concluded.

Charles Underhill, CBS-TV director of programs, stressed that the job of television programming is "to raise the sights of video's viewers."

He said TV should do this by presenting inspirational material, educational subject matter, drama, comedy, music, news and sports. Programming trends and objectives, he said, are becoming clearer because of competition among networks and stations and responses from listeners.

"But they are far from crystal clear," he added, "and no one yet can afford to predict in detail the shape and end-result of television."

Concerning daytime programming, Mr. Underhill said that although it has been the target of much discussion, it has developed in an atmosphere of theory and experiment with very few indisputable facts to guide it.

"There is yet little known about listening habits to indicate when the daytime audience is most disposed to watch television," he said. "And very little experience to indicate what the daytime audience would most like to see at what times."

Service appeals, he went on, will be important in daytime television. "But where we are asking women to watch as well as listen we wonder if we shouldn't give them a satisfactory reason for watching and a satisfactory result in terms of self-improvement. And yet, at the same time, to be realistic about it, we know that there is no substitute for the attraction of an appeal that is primarily entertainment. Therefore we are feeling our way in both directions and gauging the response as best we can as a guide to future development."

Will Abide by Style

Although CBS is concerned with daytime programming, he nevertheless emphasized that at present CBS television will stand or fall on the character of its nighttime programming.

"It is still only the beginning," Mr. Underhill concluded. "Ahead of us are so many exciting developments—bigger stages, better lighting, many more programs, the best in musical comedy, review, ballet, drama, and the best in talent, talent which eventually will come to television as the Mecca beyond even Hollywood where an artist can achieve pre-eminence among audiences of millions."

E. K. Jett, vice president of the Baltimore Sun Papers in charge of radio and TV, speaking on films for TV, reported that WMAR-TV Baltimore had processed more than 160 miles of 16mm film for local programming in little more than a year. This included ten commercial shows weekly and more than 125 commercial spot announcements made for sponsors. WMAR cameramen are at present shooting 1000 feet a day.

He stated that regular theatre motion pictures can be made into good television fare if care and taste is used in programming. To make certain rental films meet the station's standards, however, they are viewed for story or program content before purchase. Then they are viewed over a closed circuit to test the technical qualities.

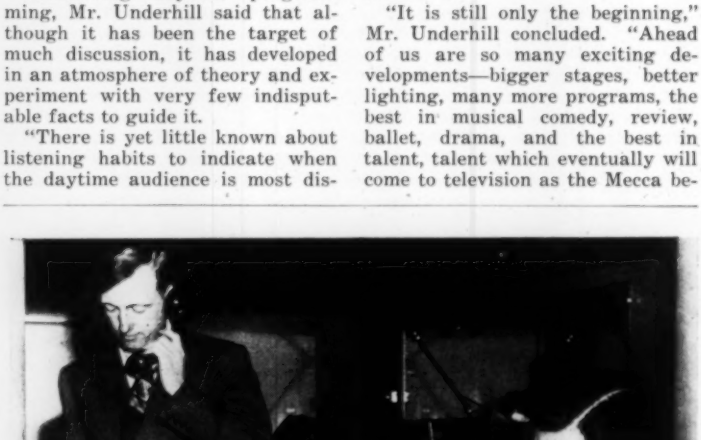
Mr. Jett set forth several characteristics of a good rental film. Sound tracks must be good and should be previewed over a closed circuit. Pictures with numerous long shots or panoramic shots are not good for television's small screen, he reported, advocating the choice closeups or medium shots.

He asserted a film department is indispensable in rounding out a television station's operations. He also cited its value as a good-will builder by covering all kinds of community affairs. He concluded by summarizing WMAR-TV's time on the air, showing its commercial programs totaled 26.10% of its time, or 583 hours and 9 minutes. Its sustainers totaled 78.90% of its time, or 1648 hours and 16 minutes.

G. Bennett Larson, television director of WCAU-TV Philadelphia, advised TV executives to engage talent experienced in the fields in which they will appear before the cameras and then "don't waste too much time rehearsing them or you will kill their act."

"Get people who know what they are doing in the beginning," he counseled. "Show them what to do in the matter of where to stand, what camera they are to look at and you have a show."

Actual operations in the new CBS television studios were observed by the visitors. The schedule also included study of remote telecasts of WCBS-TV, operations at WPIX New York, WCAU-TV Philadelphia and WMAR-TV Baltimore.



HOLDING the line in recent telephone balloting for contestants on KFI-TV Los Angeles *Television Talent Test* program are (l to r): Kevin Sweeney, KFI-TV sales manager; William Cies, sales manager of Packard Bell Co., Los Angeles (radio and TV set manufacturer), program sponsor; Robert Raisbeck, radio director of Abbott-Kimball Co., same city.

MOVIES

Television Inroads Forecast By Press Group, de Rochemont

NEWSPAPERS

"TELEVISION will destroy the motion picture industry as we know it today." Louis de Rochemont predicted at the Screen Directors Guild Fourth Annual Convention banquet Jan. 15 at Longchamps Restaurant, New York. Mr. de Rochemont is executive producer of RD-DR (*Readers Digest*-de Rochemont) Corp., and Louis de Rochemont Assoc., both New York. The former company owns all film rights to *Readers Digest* stories, many of which the producer has adapted for screen.

Mr. de Rochemont further predicted that the impetus of TV will make for a mass Hollywood-to-New York migration by movie making firms. "In the place of the Hollywood we have known," he said, "it is my opinion that the motion picture industry will be rebuilt on a healthier and sounder basis . . ."

Urging the screen directors to turn to educational films for the mass market of television, he told them that "most of the people in this room will benefit greatly by the revolution being caused by television. The vast new market that is being opened for well-made, low-budget films will bring many good pictures to the public that heretofore have had only limited distribution . . ."

Mr. de Rochemont, co-founder of the "March of Time" and producer of such films as "The House on 92nd Street", "The Fighting Lady", an Academy Award winner, and "Boomerang", has just completed an integrated series of 36 educational films on world geography titled "The Earth and Its Peoples". RD-DR Corp. has scheduled its controversial "Lost Boundaries" for early spring production on the East Coast, using, with three exceptions, eastern personnel exclusively.

At the guild's business meeting the following officers were elected for the coming year: Jack Glenn, senior director of "March of Time", president; Willard Van Dyke, Affiliated Film Producers Inc., first vice president; Leslie Roush, Leslie Roush Productions, second vice president; Lloyd Durant, R.K.O. Pathe, recording secretary; Leo Seltzer, World Today Inc., corresponding secretary; Herbert Kerkow, Herbert Kerkow Inc., treasurer.

TELEVISION will pull advertising away from newspapers, it was reported at the New York State Publishers Assn. annual convention recently by the organization's modern developments committee. The committee is headed by Ernest L. Owen, editor and publisher of the *Syracuse Post-Standard*.

The entire report dealt with television. It summarized the growth of set circulation, stating that the ownership graph jumped from 7,000 two years ago to one million today.

On the threat of television to newspaper advertising, the report stated:

"The one great advantage that newspaper advertising has enjoyed over radio is the newspaper's ability to illustrate the advertising product. Television eliminates this advantage with the exception of color printing which will probably continue to be exclusive to the newspapers and magazines for some time.

"Most advertising experts agree that television will attract considerable national advertising that has been going to both newspapers and radio stations.

"The famous Chinese proverb—'One picture equals 5000 words'—is applicable in gauging the relative value of television versus radio advertising."

The report was interpreted as a refutation of a statement made before the association Aug. 30, 1948, by Arthur Hays Sulzberger, publisher of the *New York Times*, who said: "Every new advertising medium creates additional advertising expenditures. In other words, it enlarges the advertising dollar."

One part of the report, however, gave some reassurance to publishers. This was a dictum that television will not adversely affect newspaper circulation but "will probably stimulate reader interest." The point was not elaborated.

The report noted that television has passed its "early experimental stages" and programming is showing "remarkable improvement." Principal factor now retarding the medium's growth, it was said, was the lack of cable and relay stations for network connections.

It also dealt with the financial side of telecasting and concluded on the score that there are "no profits yet in telecasting."

"At the present time," the report stated, "it costs a pretty penny to pioneer in television. In the first place, it costs approximately $400,000 to build a telecasting station. But this is not the real bad news. You can very easily lose $50,000 and up per year on operations. However, in spite of the certainty of reasonably heavy losses, there is no case on record of an owner of a television station offering his plant and license for sale."

The report ended with the statement: "Some time in the future, there will be profit in operating a television station."

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CAMEO CURTAINS

TV Ups Sales

By FLORENCE SMALL

WHILE mythical curtains, iron and silken, were dominating the front pages last fall, Cameo Curtains, New York—manufacturers of the real thing—quietly made its bid for a line in the financial columns with the inauguration in Philadelphia of a test television campaign.

Last week the results of that campaign were revealed to BROADCASTING. Cameo Curtains had increased its sales 5,000%!

Significant feature of the project, conducted by William Lawrence Sloan Adv., New York, Sept. 23-Dec. 1, was that no other promotion or advertising of any kind was permitted. The results were achieved exclusively through television.

Plans for the campaign were laid shortly in advance of the September date. Realizing that accessibility is an important consideration in sales, the firm abandoned its "exclusive franchise" policy and released its product to a select group of six major department stores in Philadelphia.

Opening Spots

With availability thus assured, the agency exploded a video barrage of spot announcements. The results are to be read in the statistics: Previously the market had registered a $400 yearly wholesale figure; the post-video total read $50,000, with sales still rising.

Impact of the campaign extended for a 50-mile radius outside the city, where other stores were reporting increased sales attributed by purchasers to the television spots in Philadelphia.

To accomplish these results, the company used a 48-second spot announcement seven times in November, 13 times in October, and four in September on WFIL-TV. The time costs for the entire schedule were approximately $1,000. Spots were placed at various hours around movie, news and fashion programs—shows believed most likely to draw a housewife's interest.

The announcement featured a newly wed couple admiring their new Cameo Shir-Back curtains. Then the camera dollied back to a long shot of the curtain being shirred by pulling tape, then a closeup of the shirring tape and a hand pulling the tape, which dissolved into the young couple admiring the curtains. The announcer, meanwhile, emphasized that the "Young bride didn't have to ask her husband to help hang their new Shir-Back curtains. She draped them herself in 20 seconds."

The Shir-Back item demonstrated in the spot was a triple window curtain averaging $10 a pair.

Idea of the promotion video test sprung from the fact that the Shir-Back curtain sold very well in small towns, where personal demonstrations were used. It had never been particularly successful in large cities because its merits could not be demonstrated effectively in

(Continued on page 48)

WILLIAM LAWRENCE SLOAN
President
William Lawrence Sloan Adv., New York

Telestatus

Program Analysis, Dec. 5-11

(Report 43)

SPONSORED VIDEO airtime in December remained about equal to November, with a sharp drop in remote sports broadcasts. Other forms of sponsored broadcasts increased, but sports fell from 51% to 43% of all sponsored time. These figures are from the Rorabaugh Report on Television Advertising for the first week in December 1948.

With the end of the football season, video turned to boxing, wrestling and basketball, but sponsorship of these sports is not yet as frequent as football sponsorship. Total number of sponsored remote sports broadcasts dropped from 203 hours and 35 minutes in November to 166 hours and 17 minutes in December.

The report for December covers a total of 41 TV stations in 23 markets.

Variety shows, ever more popular on television, increased to about 12.3% of all video sponsored time. A majority of these programs are network shows. The total hours of variety programs are estimated at 53. In November, variety programming occupied 28 hours of broadcast time, or 6.7% of the total.

All types of commercial announcements increased considerably in the month. Approximately 31½ hours of announcements were sponsored during the week of December 5-11. This is just about double the amount of announcements sponsored in the first week in November, and 7.3% of all sponsored time (See Table II).

Dramatic programs increased slightly in December to reach a total of about 50 hours. Again, most of this type of programming was network-originated.

News broadcasts showed another steady gain—from a total of 29 hours and 34 minutes in November to 32 hours and 12 minutes in December. News broadcasts now occupy about 7.4% of all sponsored video time.

For the first time, BROADCASTING has made a further breakdown of the type of program presentation used in current television operations. Sports remote programming is, of course, the most frequent form of program presentation, as 39.7% of all TV programming is produced this way (See Table III). The next most popular form of broadcast is the live-studio presentation, which accounts for 31.4% of all programs.

Film programming and live and film combination accounts for another 27% of programming—while the use of slides, alone or in combination with live or film presentation makes up the rest of video's programming.

Detailed breakdowns of these figures can be found in Tables II and III.

Sports, variety, drama and news programs were the most popular forms of sponsored programs in December, in that order. Variety programming moved from fourth spot up to second, and dramatic and news programs dropped one place as a result.

Announcements were fifth in total time sponsored, jumping one place above last month's spot. Children's programs dropped to seventh place compared to fifth on the November report. Quiz increased considerably to take eighth spot, compared to last month's position near the bottom in twelfth spot.

These comparisons are shown in Table IV.

* * *

TABLE I

SPONSORED COMMERCIAL TV TIME, BY PROGRAM TYPE & PRODUCTION METHOD
(In Hours and Minutes)

	Studio Live	Studio Film	Studio Live & Film	Studio Live & Slide	Studio Live Slide & Film	Studio Film & Slide	Remote	Total	% of Total Time
1. Audience Participation	16:25		1:40				1:30	19:85	4.6
2. Children's	14:00	1:25	1:55				1:15	18:35	4.3
3. Discussion	:15						1:00	1:15	0.3
4. Dramatic	19:45	5:30	25:00					50:15	11.6
5. Education	1:20		4:00		:15			5:35	1.3
6. Fashion									
7. Household Hints	10:52		:10					11:02	2.5
8. Musical	5:25	:15	2:30	:15				8:25	2.0
9. News	4:46	24:38	1:58	:50				32:12	7.4
10. Quiz	8:36		2:41	:15				11:32	2.6
11. Sports	3:40	10:01	6:00	:40	:10		16:17	186:48	43.0
12. Special Events									
13. Variety	46:00	2:00	3:25				2:00	53:25	12:3
14. Weather	:30	:18	:52	:01	:05			1:46	0.4
15. Time Signal	:20	2:41	:03	:22	:15			3:41	0.9
16. Announcements	3:02	17:22	1:35	3:00	:31	:37		26:07	6.0
17. Misc.	1:10	1:10	:	1:15				3:35	0.8
TOTAL	136:06	65:20	51:47	6:38	1:16	:37	472.02	433:48	100.00

* * *

TABLE II

Sponsored Video Air Time

	Hrs.-Min.	% of Total
Programs	402:14	92.7%
Announcements	31:34	7.3%
	433:48	100.0%

* * *

TABLE III

Production Method in Video Programming

Type	Hrs.-Min.	% of Total
Studio Live	136:06	31.4%
Film	65:20	15.1%
Live & Film	51:49	11.9%
Live & Slide	6:38	1.5%
Live, Slide & Film	1:16	0.3%
Slide & Film	:37	0.1%
Sports Remotes	172:02	39.7%
	433:48	100.0%

* * *

TABLE IV

Rank of Video Programs (Commercial) by Broadcast Hours

	Nov. 7-13	Dec. 5-11
Audience Particip.	7	6
Children's	5	7
Discussion	9	12
Drama	2	3
Education	11	11
Fashion	13	14
Household Hints	10	9
Musical	8	10
News	3	4
Quiz	12	8
Sports	1	1
Special Events	14	13
Variety	4	2
All Anncmnts.	6	5

TV SET FIGURES reported to BROADCASTING during the past week:

Cleveland-Akron—22,310 as of Jan. 1, reported by WEWS Cleveland.

Los Angeles—79,640 as of Jan. 1, reported by Southern California Radio and Electrical Appliance Dealers Assn.

New Orleans—3,000 as of Jan. 15, reported by New Orleans Public Service Inc.

San Francisco Bay Area—3,500 as of Jan. 1, reported by KPIX (TV) San Francisco.

JUKE BOX TELEVISION

Shown in Chicago by Solotone, Videograph

THREE-WAY juke box, offering six minutes of television, AM programming or phonograph music for a nickel, was introduced last week formally at the Coin Machine Institute in Chicago by the Solotone Corp., Los Angeles. The device is manufactured by Hallicrafters Co., Chicago.

From the television viewpoint, the mechanism is designed to profit tavern and restaurant owners by keeping patrons seated and therefore not so preoccupied that they forget drinking and eating. It also is said to eliminate "floaters." Customers may switch off the AM or TV audio (not the TV picture) when they dislike certain programs and use only the records.

Equipment to be installed includes one or more large television receivers, with a screen size similar to that now popular in public places, and small coin boxes along the bar or food counter, at two or three-seat intervals, and in booths. The coin box switch enables listeners and viewers to have their choice of 10 records, four AM shows or four TV shows. Maximum number of broadcasting channels provided is four. Screens are marked with the corresponding channel number. The new system "corrects problems which other TV systems have created in commercial locations," according to H. F. Dennison, inventor of the device, vice president of Solotone and president of Dennison Sales Co., national sales representative for the firm. Installation and operation is free to the businessman, as distribution is conducted on a percentage basis, Mr. Dennison explained. Solotone TV installations have been made in New Orleans, Minneapolis and Dallas.

Second TV innovation at the institute was a device developed by the Videograph Corp., New York, and manufactured by Emerson Radio. Seven feet, two inches high, it peddles 30 phonograph records and TV shows on a 122-square-inch screen for 5, 10 and 25¢. At the rate of 5¢ for three minutes, it costs patrons $1 per hour for such entertainment.

Differing from the Solotone, the Videograph is controlled by the management rather than patrons as to selection of records or TV. The video section, however, can be put on a free-play basis if the owners choose. Both audio and video are centered in one machine, as contrasted with Solotone's two receivers. Equipment may be purchased either outright or rented from a distributor, according to Louis N. Forman, Videograph president. Installations have been made in all parts of the country, he reports.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for Public Service

ON CHRISTMAS EVE, WMAR-TV telecast the services from historic St. Paul's Church in Baltimore, Maryland. This impressive program was fed by WMAR-TV to the Columbia Broadcasting System television network.

The following editorial concerning the telecast was printed in the church publication, PARISH NOTES, following the program. It is reprinted here with the permission of the Rev. Harry Lee Doll, rector of the church.

THE TELECAST

The whole Parish is certainly most grateful to the staff of WMAR for the opportunity of televising the Midnite Service on Christmas Eve. Those who were present at the service were conscious only of the cameras as they came in, and of the light on the Chancel. They could not know of the painstaking work which the men on the staff had done in order that the complicated arrangements for television should not intrude in the service. The reports that have come to us tell of excellent reception of a dignified and exceedingly reverent service.

The idea of televising the Communion Service was a little startling at first thought. After all, television is a brand new method of communication. We are most conscious, perhaps, that every corner barroom and tavern has its television, and there was the immediate thought of the incongruity of the Communion Service in an irreverent atmosphere. At the same time there comes the immediate thought that Christ Himself if He were here in the flesh would go everywhere that man congregated, seeking His own. So it is hoped that in many barrooms and taverns the service at St. Paul's was seen and heard.

One Vestryman summed it up conclusively to my mind when he said, "What is the use of our spending so much money on this Friday night broadcast of 'Great Scenes from Great Plays' trying to reach the unchurched people of the land if we are going to pass up this opportunity of showing them what we have?"

We can never know what good this service did. It is too intangible a thing. We only know that it was offered to God for His use.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Radiorama

OF the 18 new Senators these 17 appeared on two programs of the CBS-WTOP Washington *Capitol Cloakroom* program. They are (l to r) Robert Kerr (D-Okla.), Russell Long (D-La.), Bert Miller (D-Idaho), Margaret Chase Smith (R-Me.), Melville Broughton (D-N.C.), Allen Frear Jr. (D-Del.), Andrew Schoeppel (R-Kan.), Karl Mundt (R-S. D.), Lyndon Johnson (D-Tex.), Lester Hunt (D-Wyo.), Clinton Anderson (D-N. M.), Virgil Chapman (D-Ky.), Guy Gillette (D-Iowa), Robert Hendrickson (R-N. J.), Estes Kefauver (D-Tenn.), Hubert Humphrey (D-Minn.) and Paul Douglas (D-Ill.). Sen. Kerr is affiliated with the ownership of WEEK Peoria, Ill., and Mrs. Lyndon Johnson owns KTBC Austin.

JOHN OUTLER JR. (r), WSB-TV Atlanta gen. mgr., and Lou Wells, Atlanta branch mgr. of Foremost Dairies, get a laugh out of Woody Willow (l), sponsored by dairy on WSB-TV.

ATTENDING opening of WDTV Pittsburgh are Dr. Allen B. DuMont (seated center) and (standing, l to r) David L. Lawrence, mayor of Pittsburgh, and Donald Stewart, gen. mgr. of station. Seated rear: Mrs. Stewart and Mrs. DuMont. Seated front: Mrs. Lawrence and Yvonne DuMont.

WORKING agreement between *Chicago Daily News* and WENR-TV (ABC) Chicago is surveyed by Louis L. Pryor (l), promotion director of paper, and John H. Norton Jr., ABC Central Div. v. p.

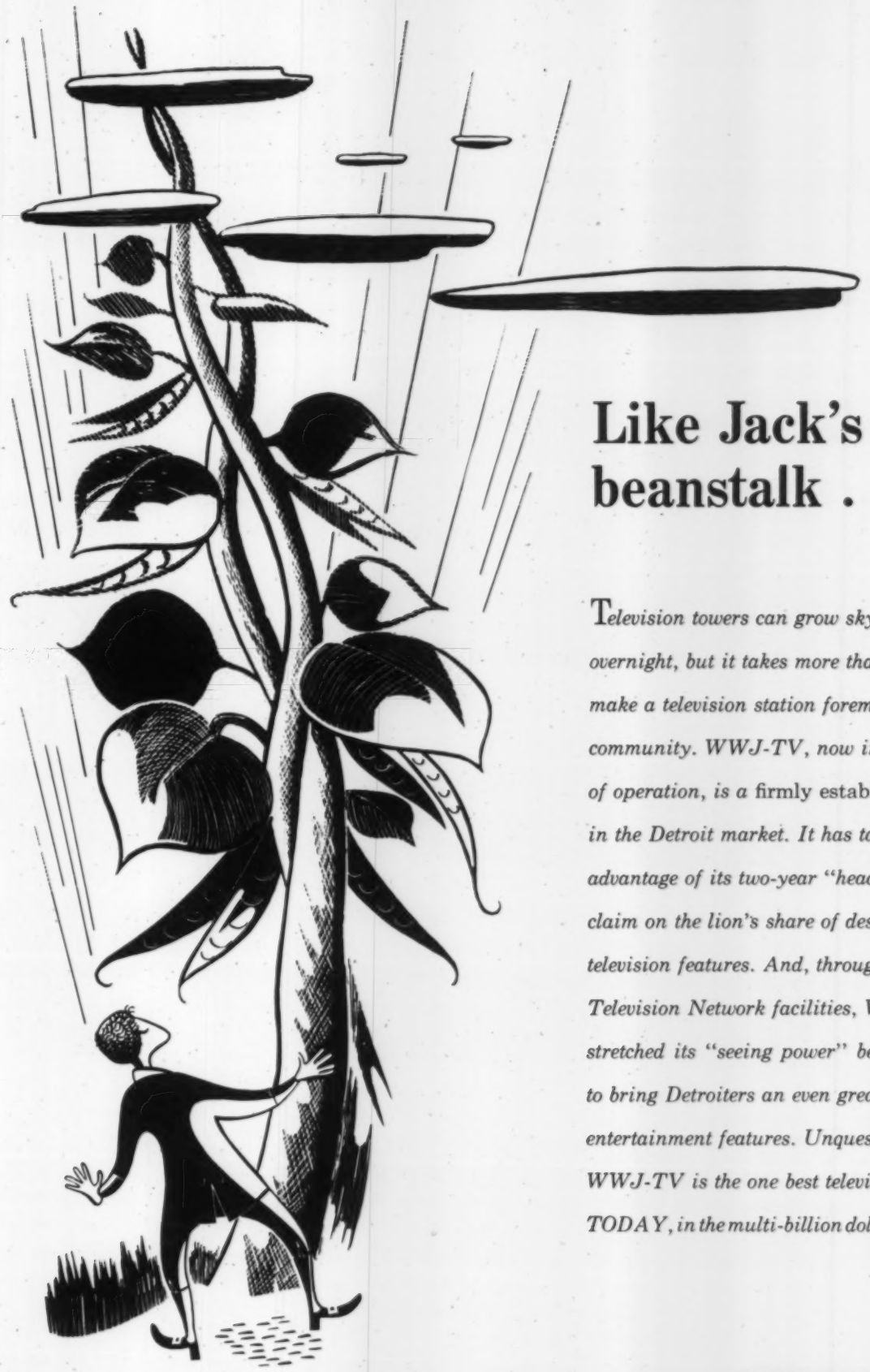
JOHNNY Desmond (center), star of new Mutual show, joins in a laugh with A. R. Nathan (l), advertising v.p. of Ronson Art Metal Works, sponsor, and Jack Wyatt, Cecil & Presbrey radio director.

HUGH A. L. HALFF (l), pres. and gen. mgr. of WOAI San Antonio, joins Army brass in welcoming Bob Hope (center) and Doris Day (r) when Mr. Hope brought his company to San Antonio for service show at Lackland Air Base.

AT salute by NBC to Chicago's Radio Management Club marking start of East-Midwest TV programming were (l to r) Paul McCluer, NBC Central Div. sales mgr.; Evelyn Knight, singer; Lanny Ross, star of *Swift Show*, and Vernon Beatty, Swift & Co. adv. dir.

BILL Bennett, KTHT Houston gen. and comm. mgr., "persuades" Graham Boone, head of new Houston office of Leche & Leche adv., to make KTHT first station under Mr. Boone's signature to get Duncan Coffee Co. contract.

DURING annual sales meet held in New York by Philip Morris & Co., David Lyon, Cecil & Presbrey account executive, summarizes main copy points stressed on tobacco firm's—*Queen for a Day* and *Kate Smith Sings*.



Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year *of operation, is a* firmly established *leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.*

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM	Minneapolis-St. Paul	WTCN-TV
Fort Worth-Dallas	WBAP-TV	New York	WPIX
Louisville	WAVE-TV	St. Louis	KSD-TV

Bull's-Eye Radio"

INFLUENTIAL RADIO

EVERYONE wants to win customers and influence people. But we know, and you know, that the background for winning new friends is first to understand them in terms of their varying local or regional ways of life—and then to act accordingly in all your contacts.

Bull's-Eye Radio (National Spot) is the only kind of radio that permits you thus to influence people, because it's the only kind of radio that lets you decide *how, when, where* and to *whom* your sales message is to be broadcast, and what it is to say in each different market.

Since 1932, we of Free & Peters have specialized in spot radio, and believe us, we know how influential it can be when properly used. We'd welcome the chance to help start this more influential radio working for you in any of the markets listed at the left. What facts do you want?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA DETROIT NEW YORK FT. WORTH CHICAGO HOLLYWOOD SAN FRANCISCO

Editorial

At Home and Abroad

WITH PRESIDENT Truman now holding the reins of government in his own right, American business wonders which way the swing will be. Repeal of Taft-Hartley, moves toward socialized medicine, limitations on steel all point toward "nationalization".

To no art, profession or pursuit are these signs more meaningful than to radio. Radio is licensed. Steel, for example, is not. Radio is nationalized in England. So are the railroads. If the current trend is headed toward any existing pattern it is the British.

Radio provides the perfect comparison. What has happened under the state-owned BBC in contrast to our own system?

The most revealing comparison, however, comes now with television. Sir Ernest Fisk, managing director of Electric & Music Industries Ltd., Britain's largest manufacturing organization, told the unvarnished story at the EMI annual meeting last month [BROADCASTING, Jan. 17]. He harked back to 1936 when the world's first *public* television was established in London. England expects its second station this year. He added:

"In the United States there was no public television service, in the proper sense of that term, before 1946 but when this kind of thing starts in America under their system of competitive enterprise, it goes ahead with such vigor that corresponding developments in England are quickly left behind."

Then Sir Ernest cited the prevailing U. S. statistics, as against the dismal showing in England, with one station and 100,000 receiving sets since 1936 (war years excluded). There's not a single TV station in any dominion or possession of Great Britain—in fact only one other in the world, and that the experimental outlet in France.

Could there be any more eloquent testimonial to the American plan of competitive enterprise, as against the British system?

Just as fundamental, and even more germane, was the comment last week of Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee. At the 21st anniversary of Ted Granik's *American Forum of the Air*, which was telecast for the first time, the new Senate radio leader cited the program as one of the best examples of democracy at work that we have. He added:

"In no other country and under *no other system* can both sides of vital issues be debated so freely and so fearlessly as here."

So when the "nationalization" forces start rumbling toward legislative conquest, it behooves them to take a long, hard look at radio (and television) here and abroad.

LET'S-KEEP-the-record-straight Department: *President Truman now holds a life-membership card, gold no less, in the American Federation of Musicians, James C. Petrillo, president. President Petrillo also gave President Truman a silver plaque proclaiming the latter's virtuosity as a champion of peace as well as of the piano. AFM had a float in the inaugural parade, with "James C. Petrillo, president" emblazoned in stud-horse type. James C. Petrillo, president, also headed music arrangements for the inaugural. Could this be the same James C. Petrillo, president, who hurled defiance at another President a scant few years ago; who told the military establishment it couldn't use its musicians in recruiting campaigns, and who gave labor its blackest eye of the war era?*

Four Hundred Million

BEHIND that figure, representing radio's net time sales for 1948, there's a big question mark. It's another high water mark—this $400 million in radio sales. It is 7.7% higher than the preceding year. But is it high enough to override the 30% increase in all-station population, and the skyrocketed operating costs which all but spilled over the dikes in 1948?

The high station birth-rate resulted, as expected, in more rigorous competition within the broadcast medium itself. In no few cases did it mean smaller revenues per station. But those same forces of competition have taken their toll, with nearly 200 construction permits turned back to the FCC—the major portion in FM, caught as it was in some areas, between the spectacular onrush of TV and the more intense competition among AM stations.

Intramural competition within the radio media, however, is not the whole story. Newspapers report a 13% gain in ad lineage, or double radio's rise. Newspapers set their sights for the radio dollar and spent hundreds of thousands in putting it over, with no holds barred.

Radio's task is, first to keep revenues high in 1949, and at the same time to widen the gap between expenses and intake. This is the year to do it. But to do it means shirt-sleeve selling, backed up by formidable promotion.

Radio has sales success written on every page of its history. Tell it and sell it.

And remember that prophetic little headline:

You Can't Turn Off 74,000,000 Radios

Chesapeake Gag

THE basic rights of all mass media hang in the balance this week as five stations face a Baltimore judge on contempt charges.

The stations stand accused because they broadcast news reports about a defendant while his case was pending in court. An archaic common law principle which had its antecedents in the days of Lord Calvert, and long ago rejected by the Supreme Court, has been invoked by Maryland judges who would shackle radio with the same gag that has silenced Baltimore newspapers.

Now the Criminal Court of Baltimore comes up with the quaint contention that it can hail before its bench a station outside the city limits merely because the station's signals cross the city lines.

Carrying that doctrine a little farther—40 miles farther—the court might even cite for contempt stations in Washington because they, too, broadcast similar news stories about the same defendant. The stories were based on official statements by duly appointed police officials to whom the defendant confessed two sex murders. And what about the Washington, Philadelphia and New York newspapers that circulate in Baltimore? They, too, carried the stories as did many other publications.

It is unfortunate that the court's zeal to protect the right of a prisoner to a fair trial has led it into juridical fields far beyond its depth, completely ignoring the progress of jurisprudence and of society.

The public's right to be informed is a right guaranteed by the Constitution, and the Supreme Court has recognized that right in discarding the old English contempt doctrine.

We wonder whether the Baltimore jurists know that veils no longer are worn by Turkish women or that stocks are not now used by the Pilgrims.

Our Respects To —

NEIL HOSLER McELROY

BACK at Harvard in 1925, a stock line concerned the young white collar worker who went into the boss' office for a raise, only to be told: "Young man, I'll keep you in mind. I want you to know there'll always be a future in our organization for a man of your caliber."

There is no evidence that Neil Hosler McElroy, who attended Harvard, ever bent an ear to such ego-soothing words. In any event, his is a success story which began in 1925 when he received his Harvard degree (A.B.) and joined Procter & Gamble, Cincinnati. He progressed through sales and advertising positions of increasing responsibility, in this country and abroad.

His career mapped out, Mr. McElroy never left P & G. Today, at 44, he takes his place as one of the nation's youngest industrial executives alongside Charles Luckman, of Lever Bros. As P & G president Mr. McElroy heads a company which enjoys annual sales of roughly $700 million. He was elevated to this top-rung position from vice president and general manager last October.

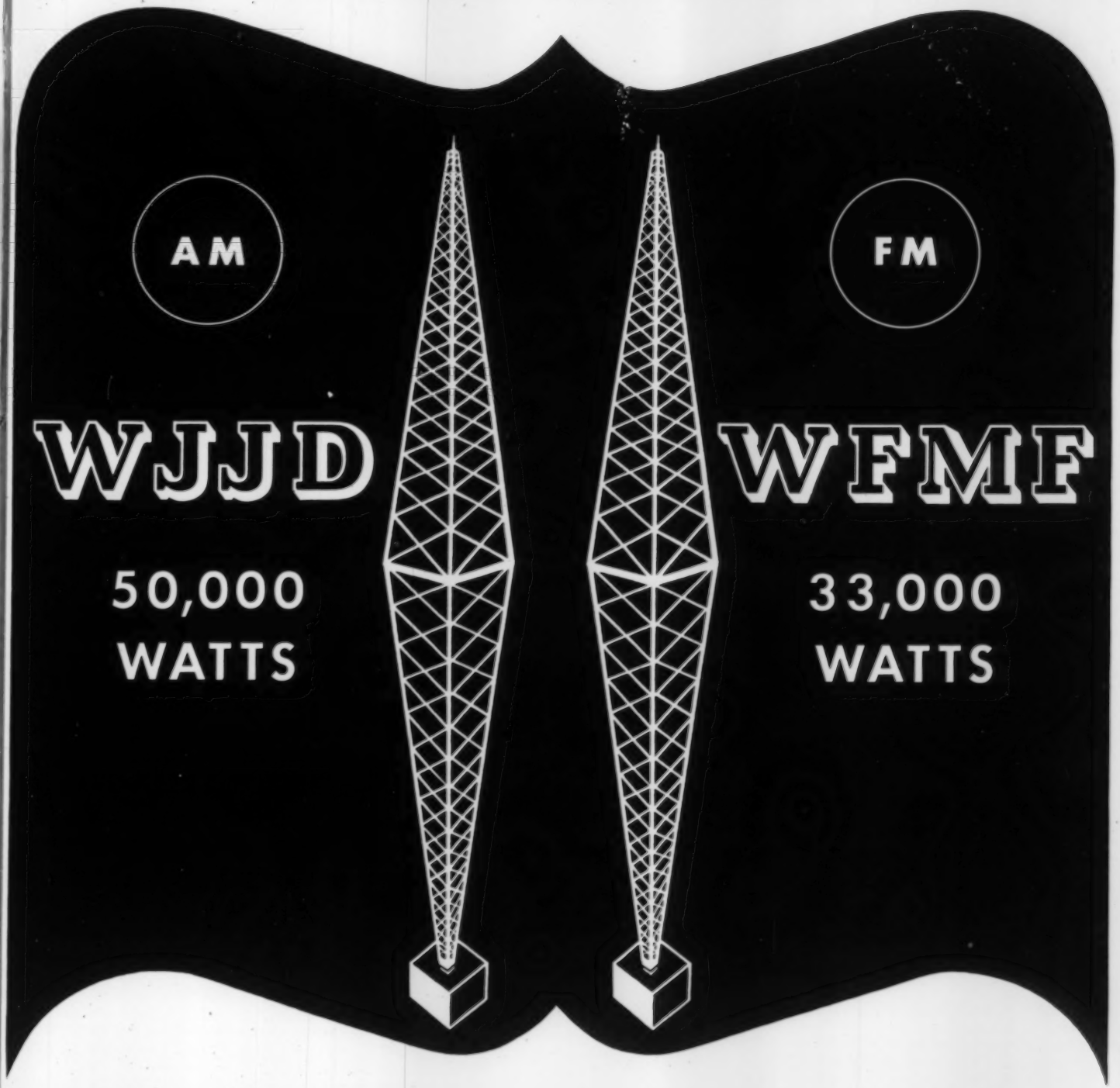
In this amiable, vigorous soap-and-suds magnate, radio has a friendly advocate. His two basic beliefs may be said to illustrate the company's philosophy radiowise: Good programming and effective commercials. Mr. McElroy feels P & G commercials have commanded the respect, attention and belief of the listener.

Mr. McElroy once told a meeting of NBC officials: "A goods hawker on a public square may get a large group of listeners, but unless his manner and what he says evoke belief in his honesty, he will sell very few of his listeners. Radio programming must be honorable, straightforward entertainment. Responsible advertisers have realized this since the beginning of their use of the medium. Despite the attacks on programming, my belief is that radio programming in general, and certainly network programming, has developed with a great majority of listeners a belief that radio is a market place where business firms of integrity and honor offer their wares. . . ."

The P & G president honestly feels that, despite any criticism directed against radio, its effectiveness as an advertising medium is important far beyond what the advertiser, P & G included, may spend to use it. He has been concerned in recent years about this criticism and the lack of organized industry effort, until recently, "to initiate a long-range program to build the public's belief and understanding in the contribution of radio to the living of Amer-

(Continued on page 46)

CHICAGO'S MOST POWERFUL COMBINATION!



MARSHALL FIELD STATIONS ★ REPRESENTED NATIONALLY BY AVERY-KNODEL

Respects

(Continued from page 44)

ican people."

Neil McElroy's beginning at Procter & Gamble was modest. He started as a junior clerk in the company's advertising department, and four years later (in 1929) became manager of its promotion department, a post he held for 11 years.

In 1940 Mr. McElroy was named manager of P & G's advertising and promotion. Elected a vice president in charge of those activities in 1943, he was simultaneously made a member of the firm's board of directors. Prior to becoming P & G president last year, Mr. McElroy served for two years as vice president and general manager, assisting Richard R. Deupree, then P & G president. Last October Mr. McElroy replaced Mr. Deupree, who became chairman of the board.

Other Activities

Like many of his contemporaries in the upper business strata, Mr. McElroy manages to keep busy with extra-curricular activities, especially those dealing with civic and cultural life. He is a member and former president of Cincinnati's Citizens Planning Assn. and of the city's Summer Opera Assn. Other affiliations include membership on the board of directors, Cincinnati branch of the Federal Reserve Bank of Cleveland; board of directors, Cincinnati Chamber of Commerce; board of trustees, Cincinnati Institute of Fine Arts, and board of trustees, Musical Festival Assn. From 1943 to 1946 he was a member of the board of the Cincinnati American Red Cross chapter. He is also one of the trustees for Hillsdale School.

His club associations are numerous: Commonwealth, Commercial, Queen City, University, Bankers', Cincinnati Country and New York City's Metropolitan Club.

Mr. McElroy married Mary Camilla Fry in 1929, the year he received his first promotion. They have three children—Nancy Sue, Barbara Allen and Malcolm Neil.

The P & G executive shares the warm enthusiasm of his fellow Queen City inhabitants for sports, a leaning he picked up during university days at Harvard, where he was a letterman in basketball. A 6-ft. 3-inch, 200-pounder with an ingratiating smile and a deep resonant voice, Mr. McElroy still plays tennis regularly.

Quite naturally he places high value on his Harvard associations. In 1942 he was elected president of the Cincinnati Harvard Club, and in 1946 became regional vice president of Associated Harvard Club.

SCBA NAMES WHITMIRE

Hicks Is Vice President

B. T. (BEVO) WHITMIRE, manager of WFBC Greenville, S. C., Jan. 14 was named president of the South Carolina Broadcasters Assn.

Mr. Whitmire

Elections marked the end of the two-day SCBA meeting in Columbia's Hotel Wade Hampton and Forest Lake Country Club [BROADCASTING, Jan. 17]. Retiring president is G. Richard Shafto, general manager of WIS Columbia.

Others elected were: James Hicks, WCOS Columbia, as vice president; Melvin Purvis, WOLS Florence, secretary-treasurer (re-elected); John Rivers, WCSC Charleston and Mr. Shafto, to serve as directors for two-year terms.

Management

ROBERT L. ODSON has been appointed general manager of WBYS and WBYS-FM Canton, Ill. He was formerly with the Intermountain Broadcasting Co., of New Mexico, where he held a similar position.

C. B. HELLER has joined WIMA and WIMA-FM Lima, Ohio, as assistant general manager-director of sales. He was formerly manager of WJPA Washington, Pa., and served with OWI during World War II.

Mr. Heller

MURRAY BROWN has been appointed manager of CFPL and CFPL-FM London, Ont. He joined CFPL in 1945 as announcer, and was appointed commercial manager that same year, and assistant station manager in 1946.

WILLIAM B. CASKEY, formerly assistant to the manager and supervisor of program operations, has been appointed assistant manager of WPEN Philadelphia.

DOUGLAS L. MANSHIP has been elected president of Baton Rouge Broadcasting Co., licensee of WJBO and WBRL-FM Baton Rouge, La. He was elected to succeed his brother, **CHARLES P. MANSHIP Jr.,** who became secretary-treasurer. **J. ROY DABADIE** was re-elected vice president and general manager.

JOHN M. RIVERS, president of South Carolina Broadcasting System and manager of WSCS Charleston, S. C., has been appointed head of 1949 Red Cross fund campaign which will take place in March.

PETE WATTS, for past six months general manager of KAGH and KAGH-FM Pasadena, Calif., has resigned that post to join KYJC Medford, Ore., in similar capacity, effective Feb. 1. Before becoming affiliated with KAGH and KAGH-FM, Mr. Watts was general manager of KYOR San Diego.

Mr. Watts

GALVIN R. KEENE has been named assistant to resident attorney, **NED MARR,** by **DONALD W. THORNBURGH,** CBS vice president in charge of Western Division. Mr. Keene has been in private practice in Saginaw, Mich., for past three years.

ED STOCK, formerly promotion manager, has been appointed assistant manager of CHML Hamilton, Ont. Mr. Stock has been connected with radio since 1926.

Mr. Stock

VERL BRATTON, formerly a general manager of WREN Topeka, Kan., is the author of booklet titled *Microphone Technique for the Speaker,* which is to be released this month. Booklet is designed for individual use or as an auxiliary classroom text. Mr. Bratton has been associated with radio for more than 20 years, and resigned his post at WREN in order to devote time to this booklet and other personal ventures.

EDWARD LAMB, publisher of the *Erie* (Pa.) *Dispatch,* and president of Dispatch Inc., licensee of WICU (TV), soon to take air, addressed the students of Gannon College on "How Will Television Affect Education?", and the aid which television will bring to religious programming and education.

WALTER HAASE, manager of WDRC Hartford, Conn., has been appointed chairman of city's Multiple Funds Committee for 1949. Committee coordinates all fund-raising drives in Hartford. Mr. Haase serves as committee's first chairman.

On Gammons' Staff

PATRICIA JANE ELLSWORTH, daughter of Rep. Harris Ellsworth (R-Ore.), has been appointed secretary to Earl Gammons, CBS Washington vice president. She assumed her duties Jan. 4. Miss Ellsworth majored in radio and advertising while attending the U. of Oregon. Her father, a member of the House Commerce Committee, is owner of KRNR Roseburg, Ore.

Pa. TV Taproom Bill

THE QUESTION of requiring taproom operators to take out amusement permits for the operation of TV sets in bars came up in the Pennsylvania State Senate Jan. 17 when Sen. O. J. Tallman (R-Lehigh) introduced a bill to exempt television as a form of amusement. Sen. A. H. Letzler (R-Clearfield), however, proposed strengthening the present law by removing an exemption for coin-operated amusement devices.

SPEEGLE NAMED

KNBC Program Manager

PAUL SPEEGLE, radio columnist for the *San Francisco Chronicle,* has been named program manager of KNBC and NBC San Francisco. The appointment was announced jointly yesterday (Jan. 23) by John W. Elwood, KNBC general manager, and Larry Fanning, managing editor of the *Chronicle.* Mr. Speegle replaces Harry Bubeck, who will be transferred to Hollywood as production manager of the NBC Western Division. The appointments become effective Feb. 1.

Mr. Speegle joined the *Chronicle* staff as a dramatic critic in 1938. Mr. Speegle joined the Air Corps in 1942 and served over three years. He began his radio column in 1946. Throughout his newspaper work Mr. Speegle has worked as an entertainer and is a widely known master of ceremonies in the area.

NBC PROMOTES

Five in N. Y. Stations

PROMOTION of five executives of NBC's three New York stations, WNBC, WNBC-FM and WNBT (TV), was announced last week.

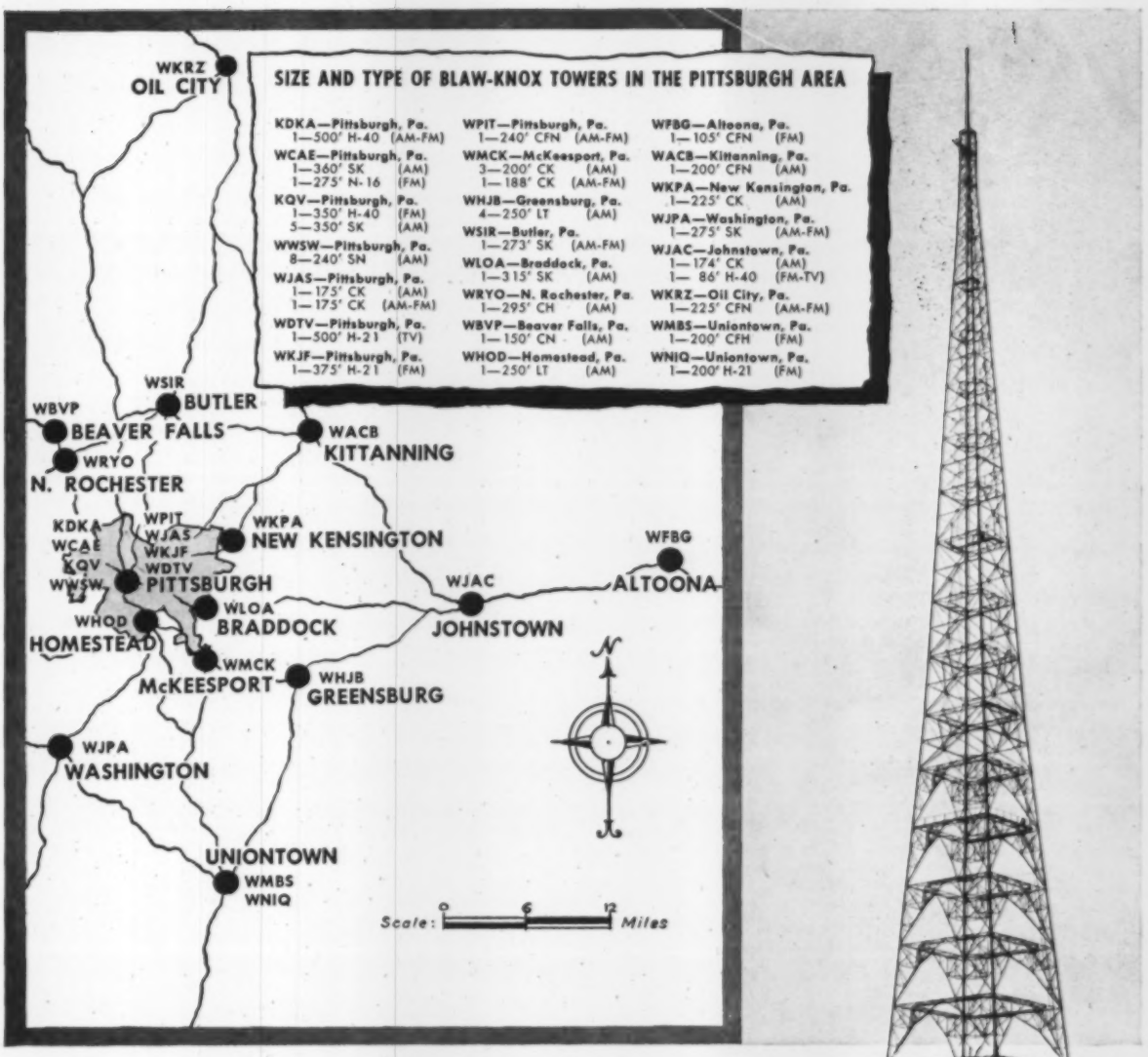
Donald A. Norman, former sales manager of the three stations, was named assistant manager; John C. Warren, former account executive, became sales manager; Harvey Gannon, former account executive, was appointed service and traffic manager, a newly created post; Murry Harris, former publicity director, was promoted to director of advertising and promotion, and Schuyler G. Chapin, former field promotion supervisor, became publicity director. Mr. Harris replaced Charles Vail, who resigned as director of advertising and promotion a fortnight ago.

Mr. Norman joined NBC in 1943. He has been account executive in the network's national spot sales department, and manager of spot sales for the Western Division.

The NBC AM, FM and TV station operations in New York were recently integrated administratively.

BBC Yearbook

THE British Broadcasting Corp. Yearbook for 1949 has appeared, filled with photos of 1948 programs and personalities. The book (152 pages) contains 18 leading articles and 16 personality sketches of best known BBC speakers and artists. Most chapters deal with production and programming problems. A full list of BBC officials, advisory council members, and BBC offices is given, as well as a financial report on BBC for the fiscal year ending March 31, 1948. In the reference section at the back of the book is a complete listing of all BBC services and departments, with functions and aims of each.


SIZE AND TYPE OF BLAW-KNOX TOWERS IN THE PITTSBURGH AREA
KDKA—Pittsburgh, Pa. 1—500' H-40 (AM-FM)
WCAE—Pittsburgh, Pa. 1—360' SK (AM) 1—275' N-16 (FM)
KQV—Pittsburgh, Pa. 1—350' H-40 (FM) 5—350' SK (AM)
WWSW—Pittsburgh, Pa. 8—240' SN (AM)
WJAS—Pittsburgh, Pa. 1—175' CK (AM) 1—175' CK (AM-FM)
WDTV—Pittsburgh, Pa. 1—500' H-21 (TV)
WKJF—Pittsburgh, Pa. 1—375' H-21 (FM)
WPIT—Pittsburgh, Pa. 1—240' CFN (AM-FM)
WMCK—McKeesport, Pa. 3—200' CK (AM) 1—188' CK (AM-FM)
WHJB—Greensburg, Pa. 4—250' LT (AM)
WSIR—Butler, Pa. 1—273' SK (AM-FM)
WLOA—Braddock, Pa. 1—315' SK (AM)
WRYO—N. Rochester, Pa. 1—295' CH (AM)
WBVP—Beaver Falls, Pa. 1—150' CN (AM)
WHOD—Homestead, Pa. 1—250' LT (AM)
WFBG—Altoona, Pa. 1—105' CFN (FM)
WACB—Kittanning, Pa. 1—200' CFN (AM)
WKPA—New Kensington, Pa. 1—225' CK (AM)
WJPA—Washington, Pa. 1—275' SK (AM-FM)
WJAC—Johnstown, Pa. 1—174' CK (AM) 1—86' H-40 (FM-TV)
WKRZ—Oil City, Pa. 1—225' CFN (AM-FM)
WMBS—Uniontown, Pa. 1—200' CFH (FM)
WNIQ—Uniontown, Pa. 1—200' H-21 (FM)
WKRZ OIL CITY
WSIR BUTLER
WBVP BEAVER FALLS
WACB KITTANNING
WRYO N. ROCHESTER
KDKA WCAE KQV WWSW WPIT WJAS WKJF WDTV PITTSBURGH
WKPA NEW KENSINGTON
WFBG ALTOONA
WJAC JOHNSTOWN
WLOA BRADDOCK
WHOD HOMESTEAD
WMCK McKEESPORT
WHJB GREENSBURG
WJPA WASHINGTON
UNIONTOWN
WMBS WNIQ
N
Scale: 0 6 12 Miles

WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers . . . Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

RURAL TV

Valuable Audience Available

By BILL PENCE

Pence & Co. Advertising
Johnson City, Tenn.

RURAL television as contrasted with metropolitan service presents a scattered audience, but an audience more valuable to the advertiser because televiewers are isolated from around-the-corner movies, skating rinks, bowling alleys, sports arenas, etc.

Wm. Pence

Rural viewers have a more difficult recreational and entertainment problem than those in the city who can call a taxi to the front door and speed quickly over smooth-surfaced streets to their destination.

Therefore, I feel television will make swift progress in rural markets, filling needs as it does.

Region Underestimated

Evaluation of the southeastern market for more than two and one-half years for possible television activity has led to my conclusion the region is underestimated as far as advertising and economic potential is concerned.

I shudder at the thought that the broadcast industry could freeze the rural markets, holding them solid for aural coverage, and propose that radio income from these excluded areas finance television expansion in metropolitan markets. Such inequality in video development would be unforgiveable.

Set selling, servicing, programming content and transmitting standards for rural areas will require methods peculiar to such scattered populations.

Although Johnson City, Tenn., for instance, has a city population of less than 32,000, there is more than one site within the city zone which would afford coverage of at least 200,000 people within 35 miles. Nearby are other high points which would permit transmitter coverage of more than 1,500,000 population within an estimated 90-mile radius.

This peculiar decentralization of population holds true for many sections of the southeastern states.

However, we both understand that *only* where unusual mountain heights permit extended range of television signals to include sufficient set owners to justify a rural service would such television operation be feasible.

Aids Needed

Increased power and highly-effective antenna radiation would be a requisite, and allowance made for additional capital cost and operation of such facilities from possible remote transmitter location. Mountain-top FM station owners will confirm this!

WILLIAM PATES PENCE has nurtured a keen interest in rural television ever since he entered the advertising field in Johnson City, Tenn. Professing regret at the absence of a single rural television service, in view of more than 45 stations presently on the air, Mr. Pence has made penetrating studies of video in an attempt to explore local or regional opportunities in this direction. His articles, already published, include "Tarheel Television," "You Can Bank on Television," and a privately circulated study, "Television for the Southeastern States." His TV library is one of the largest in the Southeast.

However, there are favorable market factors and potent advertising returns to be considered as an off-set to such debit. Television income will accumulate as quickly in these rural markets as elsewhere.

Comparison of buying power between centers of the nation show sharp differences between income ratio and effective purchasing strength. The southeastern ruralite, in many cases, lives on his own soil, off his own soil, and in addition may have an industrial part-time job providing extra cash income. With home-grown food in his pantry and his rent a negligible item, I contend he has basic advantages over the city dweller worried with apartment problems, high rents, and costly groceries.

Therefore, it seems to me many of our rural markets are just as valuable as comparable populations inside city limits.

Rural Sections Ignored

The metropolitan centers are favored presently by having television service while rural sections have been ignored apparently because of the supposition that greater numbers of people make more desirable television markets. Due to concentration of set manufacture, video experimentation, and program production in the Eastern centers, this pattern for past procedure had sufficient sensible foundation.

Take a look, however, at the *competitive* position of the New York City outlets even this early in TV's commercialization. Right now the NYC stations are beating their brains out trying to capture Hoopers in competition with down-the-street television stations. This mature rivalry distorts the television investment situation, and scares off capital really needed for the medium.

It is now time to bring rural television into quick focus, so that program distribution via network devices can begin to balance the investment being made at network headquarters and other originating centers, and programming benefits can then be felt by all of us.

ALLIED AGAIN

Wins U. S. Contract

ALLIED Record Mfg. Co. has been announced winner of the Federal government recording contract bidding. This is the second consecutive year that the firm has been awarded the contract.

Bureau of Federal Supply, Treasury Dept., last Wednesday reported that Allied had submitted lowest acceptable bids of 12 firms competing for the recording and pressing contracts in the four recording centers of New York, Washington, Chicago and Los Angeles [CLOSED CIRCUIT, Jan. 17]. A spokesman for the bureau stated the competition was active with recording divisions of CBS and NBC running a very close second and third in that order.

Allied's price quotations were said to be lower than last year. Contract will run for year beginning March 1.

FM PERMITS

Two Non-Commercial Issued

CONSTRUCTION permits were granted by FCC last week for new noncommercial Class B FM station at Northfield, Minn., and for new noncommercial, educational low-power FM outlet at New Albany, Ind. CPs also were issued to KHWO Brownwood, Tex. (Class B), and WARL-FM Arlington, Va. (Class A), in lieu of previously held conditional grants.

The new Class B CP was awarded St. Olaf College, licensee of WCAL Northfield. Facilities are Channel 239 (95.7 mc) with effective radiated power of 49 kw and antenna height above average terrain of 340 ft. Estimated cost is $42,025.

New Albany School System received low power educational facilities of Channel 201 (88.1 mc) with 10 w power. Estimated cost is $2,513. FCC said this was first such grant to public school system although several already have been made to colleges.

Revisions in its FM allocation plan were announced by FCC. Commission replaced Channel 239 (95.7 mc) with 286 (105.1 mc) at Minneapolis, replaced 286 with 250 (97.9 mc) at Rochester, Minn., and replaced 251 (98.1 mc) with 239 at Northfield.

CPs awarded in lieu of conditional grants cover following facilities: KHWO Brownwood, Class B Channel 290 (105.9 mc), ERP 2.9 kw, antenna 250 ft.; WARL-FM Arlington, Va., Class A Channel 288 (105.5 mc), ERP 600 w, antenna 310 ft.

Following were granted CPs in lieu of previous conditions:

WHNC-FM Henderson, N. C. — To change power from 8.6 kw to 9.5 kw; antenna from 510 to 300 ft.

WLOW-FM Norfolk, Va.—To change frequency from Channel 287 (105.3 mc) to Channel 255 (98.9 mc).

UHF TELEVISION

Philco Asks Experimental

APPLICATION for new experimental high band (UHF) television station was filed last week with FCC by Philco Corp., owner of commercial TV station WPTZ Philadelphia.

Philco stated in its request that it wished to study the general problems of transmission, propagation and reception on the high band and asked permission to operate in the band 580-600. Visual and aural power of 3 kw is requested.

Firm said it wished to use A5 emission on 589.25 mc with a modulating frequency of 5 mc and A4 emission on 593.75 mc with modulating frequency of 15 mc. TV transmission would be AM and aural transmission would be FM, the application said.

Cameo

(Continued from page 37)

the available mass media. "Television," explained Bernard Rosenburg, vice president of Cameo Curtains, "has solved that problem completely."

In Other Markets

In fact, the Philadelphia experiment has been so successful that Cameo is expanding its television advertising budget and is planning to place programs in other major cities. Working on a cooperative basis with retail stores, the firm is setting up programs beginning in February to stimulate spring business.

Macy's in New York is already working in cooperation with Cameo Curtains and has advertised on the Fitzgerald program several times on WJZ-TV New York. Results, the company reported, were comparable to those achieved in Philadelphia.

Programs are also planned by the Sloan Agency for other stores in Atlanta, Boston, Cleveland, Chicago, Detroit, Pittsburgh, Los Angeles, Baltimore and St. Louis. Possibilities for programs are being investigated in Salt Lake City, St. Paul, Richmond, New Haven, Akron, Fort Worth, Syracuse and other key cities as video stations open up.

* * *

Shot of newly wed couple admiring new Cameo Shir-Back curtains provided basis for spot announcement.

Coal's Public Relations Program Begins with Belief...

in the Critical Judgment of the People

We want people to be well informed about the coal industry—to have an accurate idea about its problems, its policies and achievements, and how they affect each person in the nation.

And to help people understand how the coal industry views its responsibilities, our efforts are openly and authoritatively sponsored. We do not engage in anonymous activity—for we have faith and belief in the critical judgment of the people.

We want people to realize the importance and significance of a free, productive and progressive coal industry—both to the nation and to themselves.

We also want them to know about the technological progress in coal production, preparation and utilization. We want them to know what the coal industry is doing to give them more heat and more energy per pound of coal—in *their* homes and *their* factories.

But most of all we want them to know about the modern coal mine and the modern coal miner. How much safer, easier and less demanding on a man's strength the work of mining has become. What kind of man the miner is. And how he and his family live.

Much has been written and said about the coal industry and its problems that is true; and much, too, that is untrue—or only half true. But because we trust the critical judgment of the people, we know the importance of telling our story vividly, factually, in complete detail.

And this faith in the people's response to clear, open statement determines plainly how we should and do go about it:

We tell our story by advertising it—in important places. We use full pages in key magazines—and in striking pictures and easy-to-understand words we take the people to our mines.

We offer our story as one of great interest—to newspaper and magazine editors. By preparing feature articles for these media, or by assisting their people to come and see for themselves, we make known the increasingly newsworthy facts about coal.

We "tell" our story in person—through a comprehensive speakers bureau, able to call on the industry's complete array of managerial and technical talent for appearances before all types of civic luncheon groups and clubs.

We supply answers—to any question about coal, its production, use, and personnel, through our research and statistical department, which annually publishes a complete factual data book on coal.

We cater to the curiosity of youth—by advertising regularly to teachers the aids and literature by which we hope to keep coal a lively, fascinating topic in the minds of alert young Americans.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

DENY WRTB PLEA

Hearing Ordered to Start

PETITION of Raytheon Mfg. Co. for reconsideration and grant without hearing of its application for additional time to construct television station WRTB Waltham, Mass., was denied last week by FCC and hearing was ordered to commence Feb. 2 before Examiner Hugh B. Hutchinson.

At the same time the Commission denied petitions of New England Theatres Inc., Boston television applicant, which asked that the Raytheon request for extension of construction deadline be consolidated in the Boston television hearing. (Comr. Robert F. Jones dissented from the Commission majority and voted to consolidate the request with the new applications proceeding.)

The hearing on the time extension request of Raytheon was ordered by the Commission about a year ago.

There are pending two applications for consent to purchase WRTB. The initial application, that of CBS, was filed in November of last year and a competitive bid, filed under AVCO procedure, has been made by Meredith Engineering Co., subsidiary of Meredith Pub. Co., Denver [BROADCASTING, Jan. 17].

WINX AM, FM

FCC Asked to Okay Sale To Banks, 'Post'

FORMAL applications were filed last week for FCC consent to sale by the *Washington Post* of WINX Washington to William A. Banks, owner of WHAT-AM-FM Philadelphia, and for sale of WINX-FM to WTOP Inc., new owner of WTOP Washington [CLOSED CIRCUIT, Jan. 17].

Price for WINX, acquired by the *Post* in 1944 for $500,000, was given as $130,000 in the application. Price for WINX-FM to WTOP Inc., owned 55% by the *Post* and 45% by CBS, was given as $160,000. This includes real estate at the Arlington, Va., transmitter site.

Filed concurrently with the transfer applications was a petition for waiver of the Commission's AVCO rule requiring a 60-day waiting period so that competitive bids could be filed to match the offers of the proposed purchasers. In alternative, the petition requested that the *Post* be allowed to take over operation of WTOP and that CBS be allowed to take over operation of KQW San Francisco as sole owner.

The transactions were approved by the Commission last October on condition that the *Post* dispose of WINX [BROADCASTING, Oct. 25, 1948]. The *Post* paid $855,470 cash for the 55% holding in WTOP, 50 kw outlet on 1500 kc. CBS, already 45% owner of KQW, bought remaining 55% for $425,000 plus from Ralph R., Mott Q. and Dorothy M. Brunton. WINX is assigned 250 w on 1340 kc and has two 250 w boosters in Washington area.

WINX-AM-FM are licensed to WINX Broadcasting Co., owned by Eugene Meyer & Co., a partnership of Eugene and Agnes E. Meyer. The family owns the *Post*.

The WINX transfer application stated that Mr. Banks will receive a loan of $100,000 at 4½% from the Fidelity-Philadelphia Trust Co. and that he has cash on hand in excess of $30,000. Mr. Banks reported that his net worth as of Dec. 31, 1948, was $147,935.14, including book value stock interest in WHAT of $73,978.57.

Mr. Banks stated that his WHAT program operation is directed "particularly to significant minority groups residing in its service are" and that "assignee will explore the desirability, from a public service standpoint, of designing a specialized program service" for WINX. The largest minority group in the Capital is Negro.

Mr. Banks said there is no intention of replacing present personnel with new people at WINX and only such changes will be made "as may be necessary to effectuate certain economies in operation." Mr. Banks estimated he could operate WINX at a monthly cost of $14,000 and he expected a monthly revenue of $19,000.

Reports Assets

WINX Broadcasting Co. reported that as of Nov. 30, 1948, it had total assets of $366,368, including current assets of $60,939 and total broadcast investments of $293,426. Current liabilities and accruals on this date were reported as $29,024. Notes and accounts payable to affiliated companies (broadcast) were totaled as $791,398. Capital stock issued was given as $31,739 and "unappropriated earned surplus (deficit)" of $485,851 was reported.

In the petition for waiver of AVCO for WINX it was pointed out that the sale was publicly known to be required by FCC as early as four months before the October approval to the WTOP sale. The petition pointed out that at that early date and since the WTOP action, public accounts have been carried in local newspapers and in the trade press.

"Because of the extensive publicity given during this protracted period of time that Station WINX was available for sale, it is believed that the basic purposes of the AVCO procedure already have been served," the petition said. It continued, "The prolonged transitional period already has adversely affected the morale of personnel and has caused a general deterioration of operating conditions."

As for waiver of AVCO in the WINX-FM transfer, the petition pointed out that the control of the FM outlet still would be retained within the Meyer family. Philip L. Graham, son-in-law of Mr. Meyer and publisher and 70% owner of the *Post*, votes also the CBS interest in WTOP Inc. under trust agreement.

If the WINX-FM switch were approved, WTOP would give up its conditional grant for new Class B FM station.

STATION SALES

KVAI KMAE KIWW File

SALE of KVAI Amarilo, Tex., for about $88,000 by Lonnie J. and V. M. Preston and Alice Howenstine to R. G. Hughes is reported in application tendered for filing last week for FCC approval. Applications also have been filed for consent to sale of interests in KMAE McKinney, Tex., and KIWW San Antonio.

In the KVAI sale, Mr. Hughes, owner of 270.625 shares (41.63%), becomes nearly sole owner (98% plus) through purchase of holdings of three of his associates: L. J. Preston and Alice Howenstine, 167.75 shares each, and V. M. Preston, 30.875 shares. The sellers indicated they wish to devote their attention to KASA Elk City and KWOE Clinton, Okla., in which they are part owners. Mr. Hughes is owner of KHUZ Borger, Tex.

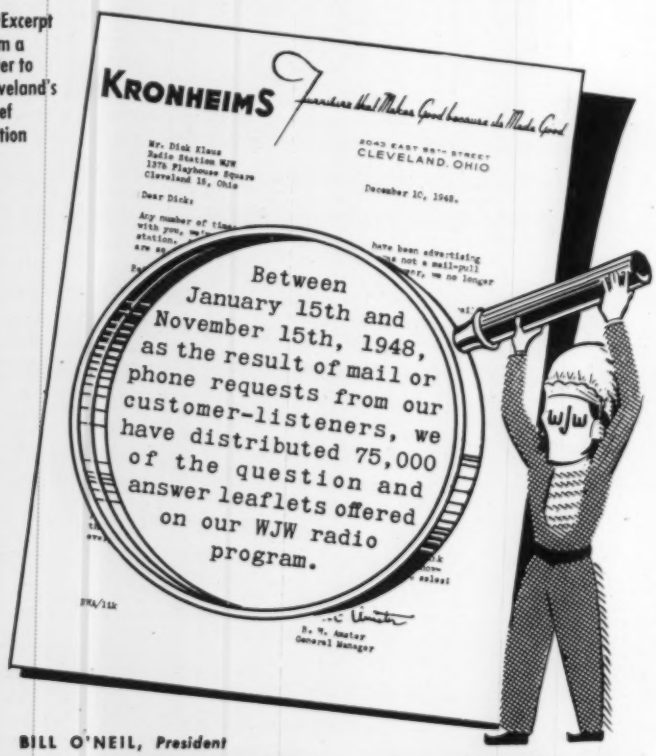
Consideration in the KVAI deal is $30,000 cash plus assumption of obligations not to exceed $58,000. Clyde K. Bowman retains 13 shares in KVAI. Station is assigned 1 kw on 940 kc.

In the KMAE transaction, consent is sought to acquisition of control of McKinney Air Enterprises, licensee, by George W. Smith Jr. Now 25% owner and general manager, Mr. Smith proposes to buy the 25% interest of Clay E. Thompson for $5,770 and the 25% interest of Noll E. Thompson for $7,370. KMAE is assigned 500 w daytime on 1600 kc.

The KIWW transaction involves sale by Joe Olivares, 55% owner, of 15% interest for $4,000 to Manuel Leal, station general manager and presently 25% owner. L. R. Richards would retain 20% holding. KIWW is assigned 250 w fulltime on 1240 kc.

IN HONOR of opening of East-Midwest coaxial cable, the St. Louis *Post Dispatch*, licensee of KSD-TV, published a full section of television news and information.

An Excerpt from a letter to Cleveland's Chief Station


KRONHEIMS
Between January 15th and November 15th, 1948, as the result of mail or phone requests from our customer-listeners, we have distributed 75,000 of the question and answer leaflets offered on our WJW radio program.

BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J. P. McKINNEY & SON

You've got to be ready for Microgroove!

MICROGROOVE long-playing recordings are here to stay. This means that every broadcast station and recording studio must have quality equipment, especially for microgroove reproduction.

The new PRESTO type 153 reproducers include two separate Pickering diamond stylus heads for microgroove or regular recording, an exceptionally fine arm, and a 4-position compensating network.

Durability of equipment, fine performance, and economical first cost make these PRESTO reproducers ideal for microgroove and also for lateral standard recordings.

Write today for full specifications on the PRESTO 153M for microgroove recordings and 153R for regular recordings. Your nearest PRESTO distributor can show you the equipment.

FOR HIGHEST FIDELITY . . . IT'S PRESTO DISCS

Microgroove, even more than regular recording, demands a perfect disc. The answer is Presto. For, sixteen years ago, Presto made the *first* lacquer-coated discs . . . and today Presto discs are *first* in quality.

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

Be ready for Microgroove!

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: WALTER P. DOWNS, LTD., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

OWNER CHANGES

FCC Grants 4 Transactions

SALE of WELM Elmira, N. Y., by James Robert Meachem for $110,000 to Corning Leader Inc. was approved last week by FCC. Ownership transactions involving KEVT Kerrville, Tex., KITO San Bernardino, Calif., and WNLK Norwalk, Conn., also were approved.

WELM, assigned 250 w fulltime on 1400 kc, has been licensed to Mr. Meachem as individual owner. Corning Leader Inc. is publisher of the daily *Leader* in Corning, N. Y., and is owned by William A. and Edwin S. Underhill.

The KEVT transaction involved assignment of license from Leonard B. Brown, sole owner, for $70,143 to Walter T. McKay and Arthur Stehling, doing business as Kerr County Broadcasting Co. Each holds 50% interest. Mr. McKay is chief entomologist for the Texas Dept. of Agriculture and is sole owner of McKay Appliances, electric goods store. Mr. Stehling is a local attorney. KEVT is assigned 250 w on 1230 kc fulltime.

KITO Case

The KITO case involved acquisition of control by Carl D. and Carl E. Haymond, father and son, from Herbert L. Pettey and William E. Dolph for $45,000. The Haymonds together become owners of 58.4% interest. The elder Haymond, who previously held part interest, is licensee of KIT Yakima and KMO Tacoma, Wash. KIT is assigned 1 kw on 1290 kc.

The WNLK transaction covers issues of new stock in May and September 1948 in which holdings of original stockholders were reduced and newcomers acquired part interests. Dr. Benjamin Ginzburg, formerly 50% owner, now is 33% owner. Other original stockholders are Mary Lipsett, Col. N. Petchers and Samuel Gaines. Each now holds 13%. Newcomers and holdings include: Marshall Gans, 7%; Milton Weisenfeld, 4%; Charles Hilton, 7%; Ernest Katzman, 7%, and J. Charles Laue, 3%. WNLK is assigned 250 w day on 1350 kc.

AM GRANTS

Ownership Details Given

FOLLOWING is ownership of new standard stations authorized by FCC fortnight ago and details of which have not been reported [BROADCASTING, Jan. 17]. All were granted Jan. 14.

Prestonburg, Ky.—Kentucky Mountain Broadcasting Co., 960 kc, 1 kw, daytime; estimated cost $17,500. Grantee is solely owned by D. C. Stephens, general manager and owner of Big Sandy Dental Labs., that city.

New Braunfels, Tex.—Comal Broadcasting Co., 1420 kc, 1 kw, daytime; estimated cost $28,873. Partnership: Charles W. Scruggs, owner-publisher New Braunfels Herald, 40%; Claude W. Scruggs, advertising manager of the Herald, 20%; Franklin T. Wilson, commercial manager KBWD Brownwood, Tex., 20%; A. W. Stewart, chief engineer of KBWD, 20%.

Coldwater, Mich. — Twin Valley Broadcasters Inc., 1590 kc, 1 kw, daytime; estimated cost $26,750. Principals: James Wilson, partner Southwest Texaco Service, president 10%; E. Earl Munn Sr., professor at Hillsdale College, vice president 20%; Elmer Cain, partner Charlotte Broadcasting Co., AM applicant at Charlotte, Mich., director 8.3%; Thomas E. Hosek, bookkeeper in building division of Pearson Construction Co., Benton Harbor, secretary 2.5%; Dr. E. D. Gibbons, physician, director 5.8%; George A. Hosek, associated in business with Mr. Wilson, director 5%; A. J. Mellborn, superintendent of Pearson Construction Co., director 10%; Lawrence W. Wilson, athletic director of North Adams, Mich., director 9.2%; E. Harold Munn, head of science department of North Adams High School, 20%; Wilson T. Aiken, treasurer Homer Furnace and Foundry Co., 2.5%.

SCBA Plans

PLANS for expanded activities of the Southern California Broadcasters Assn. in 1949 have been asked of the board of directors by William Beaton, president and general manager of KWKW Pasadena. Mr. Beaton announced that Jennings Pierce, NBC western station relations director, has been named a director to fill the unexpired term of Lee Wynn, manager of KGER Long Beach, resigned. Arlette Bartley, has been appointed acting secretary of SCBA, replacing Ethel Bell Mack, also resigned.

Mr. Pierce

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—
Published by Campbell-Colonial

YOU, YOU, YOU ARE THE ONE

On Records: Johnny Eager—Grand 25010; Ames Brothers—Coral 60015; Varsity Ork.—Varsity 120; Jackie Brown Quartet—MGM 10336.

On Transcriptions: Waltz Festival Ork. — NBC Thesaurus

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Milestones

FIRST anniversary celebration of WMID Atlantic City was marked by a cake-cutting ceremony on the boardwalk in front of Convention Hall. Congratulations were exchanged between David H. Freedman (r), representing the station owners, and General Manager E. E. Kohn.

► *American Forum of the Air* celebrated its 21st anniversary on Jan. 18. The birthday program originated from Washington, and Rep. Emanuel Celler (D-N.Y.), who was on moderator Ted Granik's first forum broadcast, 21 years ago, was guest speaker. WOIC (TV) Washington televised the event, which was heard on MBS at 10 p.m. Subject of the forum was "Should the Un-American Activities Committee Be Abolished?"

► George F, Chatterton, Harry M. Tax, George F. Finley and Sadie Lazarus all observed 30 years of service with Federal Adv., New York, at a luncheon Jan. 10 in their honor. Gold watches and engraved scrolls honoring the occasion were presented to each by Gordon E. Hyde, agency's president.

► Marguerite McEvoy is celebrating her 20th anniversary with WTAG and WTAG-FM Worcester, Mass., commercial department.

► William S. Pirie Jr., national sales director of WFBR Baltimore, celebrated his 20th anniversary in radio sales work on Jan. 7. Mr. Pirie has been with WFBR for 17 of those 20 years.

WCFL UPS PAY

Announcers to Get $103.10

WCFL, Chicago Federation of Labor station, has completed negotiations with the American Federation of Radio Artists to increase wages of staff announcers from $91.85 to $103.10 weekly. AFRA reopened contract talks with both WCFL and WJJD recently when their power was increased to 50 kw.

Minimum base pay for announcers, retroactive to Nov. 1, will be increased again May 1 to $114.35. "Comparable" pay hikes have been provided also for actors, singers and freelance announcers, AFRA reports.

Two of three arbitrations were resolved recently through the Chicago local of AFRA, the first cases presented to it since 1943. In the first, Joe Wilson of ABC, who resigned to do sports work at WBKB (TV) Chicago, was awarded two weeks accumulated vacation pay, the full amount of the claim. The second case, between Ed Prentiss and Feature Productions, was settled by mutual agreement with payment of $600 to Mr. Prentiss as settlement of a sum due him because of an unexpired agreement.

The American Arbitration Assn. is still considering the final case, that of AFRA and Rush Hughes against Olian Advertising Agency.

RWG CONTRACT

First Draft Expected Soon

FIRST DRAFT of a contract for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors will be completed within ten days, according to Austin M. Fisher, management representative.

Mr. Fisher made the statement after his return from the West Coast, where two series of meetings were held to formulate contract language. Both sides orally agreed to the main substance of a contract in December and the industry side undertook the responsibility of making the first draft [BROADCASTING, Dec. 20].

In Hollywood, attorneys and representatives of the various industry segments concerned with the contract met with Mr. Fisher while simultaneously joint sessions of management and the RWG were held on provisions relating to moving picture rights of radio scripts. Both series of meetings were said to be completed satisfactorily.

Next step will be the submission of the first draft to representatives of the Guild and management. Main provisions relate to retention of script rights by the writers and to fee minimums.

IMPressive . . . *how KDAL's imp makes "big time" in just 13 weeks . . .*

Does BROADCASTING reach and impress buyers of time? I. F. I., agency for KDAL, surveyed 300 national agencies. When the returns were tallied, one out of four identified "Otto Mattick," the KDAL imp—and decorated him with a recognition rating of 25.4%.

IMPressive—"Otto" had run only 13 weeks in BROADCASTING

IMPressive—"Otto" had run exclusively in BROADCASTING

MORAL: Any budget in BROADCASTING brings "Otto Mattick" results. Get the facts fast.

BLOW & RYAN
FOOTE & HUTCHINS
DANCER & THOMPSON
KENTON & AYER
MC CANN & COMPTON
BATTON WADE & RUBICAM
BROADCASTING TELECASTING
KDAL
DULUTH 2, MINN. 5000 WATTS 610 KILOCYCLES
September 2, 1948
Mr. Maury Long, Business Manager
BROADCASTING PUBLICATIONS, INC.
870 National Press Building
Washington 4, D. C.
Dear Maury:
We are definitely going to continue our schedule in Broadcasting magazine, and the thought occurred to me that you might be interested in knowing the reason for our enthusiasm.
As you know, we've been running a series of "weird" looking ads, using a trademark illustration we call "Otto Mattick". After thirteen insertions, we decided to find out if Otto was being seen, and if so, by whom. Our agency, I. F. I., was commissioned to send out 200 cards to leading agencies. On this card was superimposed our "Otto Mattick", and we asked if the reader could recognize this character, the name of the advertiser, and the business the advertiser was in.
25.4% of the returns identified our character and stated he was being used by KDAL in its advertising. We have used "Otto" in no other trade publication, and frankly inserted the ad as a test of trade paper advertising. We are pleased with the results of the first thirteen weeks, and have, therefore, decided to continue the schedule.
Please remember Dalton and me to Sol Taishoff, and tell him we think his publication is doing an excellent editorial job for the industry.
Kindest regards
Cordially,
Odin S. Ramsland
Commercial Manager

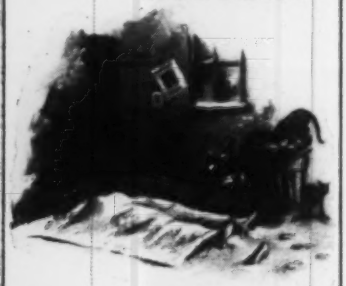
Any budget in BROADCASTING brings "Otto Mattick" results.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

250 PARK AVE., NEW YORK 17—PL 5-8355 • 360 N. MICHIGAN AVE., CHICAGO 1—CE 6-4115 • TAFT BLDG., HOLLYWOOD & VINE, HOLLYWOOD 28—HE 8181

A LANG-WORTH "MIKE MYSTERY"



The Case of the Shivering Corpse

The woman lay crumpled in the snow in an alleyway between tall buildings. Although it was bitter cold, she wore no coat, and the only objects near her lifeless body were one of her shoes, the laces still neatly tied, and her hat, which looked as fresh and new as though she had bought it only moments before.

The young Irish policeman, who had discovered the body, scratched his head. "I'd say it's a case of hit-and-run driving," he said to Homicide Lieutenant Evans, "only there's no tire tracks. Maybe some hoodlum black-jacked her and took off with her coat and purse. What do you think?"

Lieutenant Evans said, "No, this is suicide. Three clues prove that beyond a doubt."

"And what may they be?" asked the cop.

(Solution below)

"Mike Mystery" is a feature of a 15-minute transcribed music and mystery show available 5 times weekly for national, regional or local sponsorship on 600 Lang-Worth affiliated stations. For full information, contact your station or its representative.

LANG-WORTH
feature programs, inc.

113 W 57TH ST. NEW YORK 19, N. Y.

THE SOLUTION

The dead woman had leaped to her death from one of the buildings. As is often the case in death by falling, one of the shoes, still laced and tied, had been torn from the foot by the impact. According to the records, it's been found that almost invariably, a woman who decides to commit suicide by jumping from a window or roof, will remove her coat, fold it neatly, and lay it aside with her purse. Furthermore, the unclenched fist showed that no one had hit her over the head with a blackjack. Verdict: Death by suicide.

WARNING: "Mike Mysteries" are protected by copyright. Anyone making use of this feature in any manner without permission of Lang-Worth Feature Programs, Inc., is liable to prosecution.

Bing to CBS

(Continued from page 21)

will be live or via tape recording also was believed subject to further negotiations. Last year CBS for the first time deviated from its former "no transcription" rule for network originations, and its current policy would permit a transcribed series in whole or in part.

Sources close to Mr. Crosby said the show may be telecast simultaneously with the broadcast, indicating it will be live, but conceded that this isn't necessarily final.

Crosby Enterprises does not hold the star's racing stables, frozen foods business, breatholator development or other ventures, as commonly believed. These are separately incorporated.

H. Pierson Mapes, vice president of Hutchins Adv., agency for Philco, was known to be conferring with Mr. Crosby over future radio and television plans in San Francisco last week.

CBS headquarters in New York were unadvised as to the probable day and time of Mr. Crosby's radio program, but informed sources guessed the network would install him in a Wednesday evening period. He is currently heard on ABC Wednesdays 10-10:30 p.m.

It was understood that the network had tentatively booked the Crosby show for 9:30-10 p.m. Wednesdays, a time which is now occupied by *Harvest of the Stars*, sponsored by International Harvester through McCann-Erickson. *Harvest of the Stars*, reversing recent trends, moves to NBC April 3 in a Sunday afternoon spot [CLOSED CIRCUIT Jan. 17]. NBC hoped to place the program in the 5:30-6 p.m. time, now occupied by RCA's *Robert Merrill*, which the network was trying to persuade to move up half an hour to 5 p.m.

Despite the acquisition of Mr. Crosby, all was not peaches and cream at CBS last week. In addition to the decampment of *Harvest of the Stars*, the network lost *The Pause That Refreshes*, sponsored by Coca-Cola, which drops the time and the program Feb. 11. Coca-Cola was said to be dropping the show to conserve money for future television expansion.

Mr. Crosby is the third important property to abandon a rival network for CBS. Jack Benny and Amos 'n' Andy were enticed from NBC by Columbia late in 1948.

In his present assignment, Mr. Crosby is one of ABC's biggest drawing cards. His Hooperating for Jan. 5 was 16, an appreciable lead over opposition.

If Mr. Crosby can do for CBS' Wednesday evening position what Mr. Benny and Amos 'n' Andy have done for the network Sunday nights, he will be a valuable addition. Special Hooper survey of the Sunday, Jan. 16, CBS-NBC competition showed CBS holding an impressive lead. The programs and their ratings were:

Comparative Ratings

6:30-7 p.m.—CBS, Spike Jones for Coca-Cola, 10.9 rating; NBC, Ozzie and Harriet for International Silver Co., 8.6.

7-7:30 p.m.—CBS, Jack Benny for American Tobacco Co., 18.9 (his highest rating so far this season); NBC, Horace Heidt for Philip Morris & Co., 9.7.

7:30-8 p.m.—CBS, Amos 'n' Andy for Lever Bros., 19.8; NBC, Phil Harris-Alice Faye for Rexall Drug Co., 16.1.

8-8:30 p.m.—NBC, Fred Allen for Ford dealers, 11.1; CBS, Sam Spade for Wildroot Co., 10.7.

8:30-9 p.m.—CBS, *Life With Luigi*, sustainer, 8.8; *NBC Theatre*, sustainer, 7.2.

Mr. Allen, who trailed his CBS opposition the week before, nosed out the Spade show Jan. 16. He was the only NBC Sunday evening performer to outrun his opposition.

Meanwhile, noting that its Horace Heidt program had failed to improve its rating in what NBC calls "No. 1 spot," Philip Morris & Co. reportedly was considering returning Mr. Heidt to his former time, 10:30-11 p.m. Sunday, from which he was moved Jan. 2 to buck the formidable opposition of Jack Benny. The decision of Mr. Heidt's sponsor was expected soon.

As a move to add even more power to its Sunday evening schedule, CBS announced a time change for *Lum 'n' Abner*, sponsored by Frigidaire, from its present 10-10:30 p.m. Sunday spot to the 8:30-9 p.m. Sunday time. The sustainer, *Life With Luigi*, will switch times with *Lum 'n' Abner*.

P. I.-lcide

(Continued from page 26)

yourself out of slack time." The station keeps 50 cents out of each $1 order.

Syd Simons, 540 N. Michigan Ave., Chicago, make-up artist, offers to forward information about a P. I. plan covering its face creams.

Strang & Prosser Adv. Agency, Smith Tower, Seattle, has a client that offers 25 cents per inquiry for "an unusually attractive gimmick." The mail follow-up material has been submitted to both the Post Office and the Federal Trade Commission, according to Joseph Maguire, agency president.

Wesco Dental Products, Box 8625, Hollywood, invites inquiries on a "legitimate" P. I. deal for a product "backed up by a long-range newspaper and magazine campaign," according to William Reed, sales manager.

Upcoming

Jan. 31: ASCAP Field Force convention, New York.
Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.
Feb. 3: ABC Mountain and Pacific Area District Affiliates meeting, St. Francis Hotel, San Francisco.
Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.
Feb. 8: Hearing before FTC on Motions of American Tobacco Co., Washington.
Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
March 31-April 2: National Conference on UNESCO, Cleveland.
April 7-15: NAB Convention Week, Stevens Hotel, Chicago.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

AMA Panel on TV

AN ALL-STAR panel will attempt to answer questions on television at tomorrow's luncheon meeting of the American Marketing Assn. at the Hotel Commodore, New York. Paul Raibourn, vice president, Paramount Pictures; Joseph Moran, vice president, Young & Rubicam; C. E. Hooper, president, C. E. Hooper Inc.; H. M. Beville Jr., NBC director of research; Leo Hendel, director of radio research, Metro-Goldwyn-Mayer; H. E. Sindlinger, president, Sindlinger & Co.; Allen Whitlock, advertising manager, Jello Div., General Foods Corp.; Fred Coe, NBC video producer-director, and Ted Cott, vice president, WNEW New York, comprise the panel. Jay Josten, portrayer of *Mr. District Attorney*, will act as moderator and quizmaster.

MEMO TO ETHEL WEIDER, Biow Company:

WCKY's WALTZ TIME program, Saturday, afternoon 1 to 2, leads all stations with an average rating of 6.8*. Reach a family audience Saturday afternoon on WCKY!

*(*Pulse Nov.-Dec. 1948)*

50,000 WATTS OF SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Coy Defends

(Continued from page 23)

Yet, he pointed out, the Committee itself permitted three admitted atheists to testify during the hearing, presumably in the belief that fairness required it to do so.

"But despite [the committeemen's] own conduct motivated by that sense of fairness, they were unable to perceive that the Commission has said no more than that the same principle of fairness must be equally applicable to the radio if the preservation of radio as a means of free expression is to be achieved," he said.

Cites Scott Case

The FCC chief characterized the Scott case as "the acid test of our conviction that free speech over the radio should be fully maintained." It was a test which the Commission passed and the Select Committee failed, he asserted.

He recognized that broadcasters cannot allot time to all who ask for it. But they may not exercise discretion on the sole basis of their own beliefs, he said, adding:

The fact that all persons may not have an opportunity to speak over the radio whenever they desire to do so does not of itself mean that they are deprived of freedom of speech. Nor does the fact that a licensee is not free to operate his station solely for his own interest on the basis of his own beliefs and prejudices mean that he is deprived of freedom of speech.

But the maintenance of radio as a medium of freedom of speech does preclude any absolute policy by a licensee or anyone else barring a subject within the scope of the guaranty of the freedom of speech on the ground that it is an unpopular subject.

While the licensee must look to the interests and desires of the community he serves, he cannot bar views on particular subjects because the subjects are unpopular or the particular views are unpopular. For certainly the prevailing views and desires of the community cannot be made the measure of freedom of speech without destroying that freedom in the very situations where it has most significance.

Traces History

He traced the history of the Communications Act, notable court cases and Commission decisions in support of his claim that FCC is insuring freedom of speech, not restricting it.

". . . The Commission has consistently held that the licensee is under a duty to make affirmative efforts to serve the needs and interests of his community," Chairman Coy said, citing the "WHKC Decision" which held that a broadcaster must make reasonable provision for discussion of public controversial issues.

"If we say that radio broadcast licensees may refuse the use of their facilities for the expression of a point of view because they do not share that point of view, we are, by that token, denying the right of the American people to be informed on all sides of public questions over a medium held in public trust for the American people under the law," he said.

He charged that the Select Committee's report "failed to give any discussion to the basic consideration of the maintenance of free speech over the radio."

States Pledge

He pledged that he would "take every opportunity and make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest.

"The curtailment of that freedom presents no dangers to the preservation of the freedom of expression which the Constitution protects and to the availability of radio as a medium for that freedom of expression, for which the Communications Act provides," he declared.

John C. Turner

JOHN C. TURNER, 50, NBC singer and pianist, died suddenly Wednesday morning in his Denver home after a brain hemorrhage. He had been a staff member at KOA since 1944. Born in Hannibal, Mo., Mr. Turner began his radio career in 1922. He joined NBC in 1933. Survivors include his wife, Marie Anna, two sons, Robert, 25, and Jackie, 19, and a daughter, Donna Marie, 17.

Coy in Boston

FCC CHAIRMAN Wayne Coy is scheduled to be in Boston Tuesday where he will address a joint luncheon session of the Boston Radio Executives Club and Boston Advertising Club.

Delayed Reception

SOUND may travel fast, but sometimes the time between transmission and reception may be a matter of days—and may involve miles of watery expanse. Such was the experience of Richard Rendell, ABC-WMAL Washington newsman, who returned to the U. S. from a European junket Jan. 5. Mr. Rendell left the States Dec. 3 to accompany the Navy as an accredited ABC correspondent. In Athens he shortwaved a question-and-answer broadcast to ABC in New York. On Jan. 9 Mr. Rendell was in the Capital's National Press Club when he heard himself on ABC's *Foreign Reporter*. The network had recorded his voice that day.

The Patroon* of the week

PENELOPE SIMMONS

Time Buyer, FEDERAL ADVERTISING AGENCY, INC.

Mrs. Simmons buys time for such famous accounts as American Safety Razor, Coffee Advertising Council, Durkee Famous Foods, Dixon Ticonderoga Pencils, Lever Bros., John F. Trommer, etc. The William G. Rambeau rep today presented Mrs. Simmons with a Patroon membership scroll and the deed to a tract of land in the heart of the Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Only WPTR boasts all these great regional favorites: Miller & Pope, The Sportsmen; Marty Ross, bobby soxer's idol; Howard (Uncle Pete) Maschmeier, whose stories are carried in school classrooms; Frank D'Armond, sophistication at the Steinway; Beth Lee, with recipes as tempting as her Kentucky drawl; and many more.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

WINZ

ZENITH'S WEFM

Denied FCC Authorization

ZENITH RADIO Corp. last week was denied authorization by FCC for continued operation of its low-band FM outlet, WEFM Chicago. Firm sought the same "privilege" accorded FM's inventor, Prof. Edwin H. Armstrong, and his experimental low band outlet, W2XMN Alpine, N. J.

Despite the FCC order terminating all low band FM broadcasting effective Dec. 31, 1948, Prof. Armstrong is continuing operation of W2XMN under a stay order issued by the U. S. Court of Appeals for the District of Columbia. The court order was issued upon Prof. Armstrong's appeal that both he and FM would be done "irreparable injury" by the Commission ruling [BROADCASTING, Jan. 10].

Explaining it has not authorized W2XMN or any other station to operate in contravention of its ruling, the Commission indicated the court order suspends the FCC decision for W2XMN pending settlement of litigation. The FCC letter to Zenith stated:

We have your telegram of Jan. 7, 1949, stating that you understand that an order of the United States Court of Appeals for the District of Columbia has been issued in the Case of Development Frequency Modulation Broadcast Station W2XMN, Alpine, N. J., permitting the station's continued operation on 44.1 mc pending determination of Major Armstrong's appeal from the Commission's order of Dec. 31, 1948, stopping FM broadcasting on the band 44 mc to 50 mc. You request that the same privilege be extended to frequency modulation Station WEFM, licensed to Zenith Radio Corp., and that it be authorized to continue operation on 45.1 mc for the period that "W2XMN is permitted to continue operation, the operation to take place in accordance with the terms of the last license issued to WEFM, which runs to March 1, 1951, except as terminated by the Commission, (sic) recent order."

Please be advised that the Commission has not authorized Station W2XMN, Alpine, N. J., or any other licensee, to operate in contravention of its Decision and Order issued May 5, 1948, and reaffirmed in its Memorandum Opinion of Sept. 16, 1948, terminating FM broadcasting on the band 44 mc to 50 mc after December 31, 1948. This Decision and Order governs operation on that band except as it may be suspended by operation of law or by direction of the Court in actually pending litigation. The Stay Order issued by the Court of Appeals for the District of Columbia was issued in connection with the pending appeal filed by Major Armstrong.

FIRST 15 PROGRAM HOOPERATINGS

Based on Jan. 15, 1949, Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Walter Winchell*	259	Andrew Jergens Co. (Orr)	29.7	23.2	+6.5	7
Jack Benny*	167	American Tobacco (BBDO)	27.6	26.5	+1.1	3
Radio Theatre	149	Lever Bros. (JWT)	27.2	26.7	+0.5	2
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	25.1	26.3	—1.2	4
My Friend Irma	153	Pepsodent Div.—Lever Bros. (FC&B)	22.7	21.9	+0.8	10
Bob Hope	151	Lever Bros. (Y&R)	22.5	27.9	—5.4	1
Duffy's Tavern	160	Bristol-Myers Co. (Y&R)	20.2	20.0	+0.2	13
Mr. District Attorney	160	Bristol-Myers Co. (DC&S)	19.3	19.6	—0.3	14
Amos 'n' Andy	149	Lever Bros. (R&R)	19.1	23.1	—4.0	8
Godfrey's Talent Scouts	150	Lipton Div.—Lever Bros. (Y&R)	18.8	18.6	+0.2	16
People Are Funny	164	B. & W. Tobacco (Seeds)	18.3	15.8	+2.5	24
Stop the Music	173		17.7	—	—	—
Average of Sponsored Periods (8:45-9:00, 21.4) (8:30-8:45, 19.9) (8:15-8:30, 16.7) (8:00-8:15, 12.8)		Smith Bros. (SSC&B) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard (L&M)				
Bob Hawk Show	160	R. J. Reynolds Tob. (Esty.)	16.1	16.5	—0.4	22
Mystery Theatre	149	Sterling Drug (D-F-S)	16.1	12.2	+3.9	50
Bing Crosby	238	Philco Corp. (Hutchins)	16.0	18.2	—2.2	17

* Includes second broadcast

TOP TEN DAYTIME HOOPERATINGS

Based on Jan. 15, 1949, Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	9.1	7.7	+1.4	2
When a Girl Marries	77	General Foods Sales (B&B and Y&R)	8.2	7.3	+0.9	6
Portia Faces Life	89	General Foods Sales (B&B and FC&B)	7.8	6.6	+1.2	11
Our Gal, Sunday	84	Whitehall Pharmacal (D-F-S)	7.6	7.4	+0.2	4
Young Widder Brown	146	Sterling Drug (D-F-S)	7.4	6.4	+1.0	13
Backstage Wife	146	Sterling Drug (D-F-S)	7.2	7.4	—0.2	5
Lorenzo Jones	146	Sterling Drug (D-F-S)	7.2	6.7	+0.5	9
Guiding Light	85	Procter & Gamble (Compton)	7.1	5.7	+1.4	21
Just Plain Bill	58	Whitehall Pharmacal (D-F-S)	7.1	6.0	+1.1	16
Rosemary	62	Procter & Gamble (B&B)	7.0	6.0	+1.0	17
Arthur Godfrey 10:30-11:00	166	Gold Seal Co. (Campbell-Mithun) National Biscuit Co. (McCann-Erickson)	7.0	6.9	+0.1	8
11:00-11:30 Average of Sponsored Periods (10:45-11:00, 7.6) (11:00-11:30, 7.4) (10:30-10:45, 5.6)	165	Liggett-Myers Tob. (Newell-Emmett)				
Stella Dallas	146	Sterling Drug (D-F-S)	7.0	7.2	—0.2	7

DELETIONS

One AM, Seven FM Stations Dropped by Own Requests

SEVEN FM outlets and one AM station were granted cancellation of their authorizations last week by FCC. All were requested by the applicants.

FM deletions for 1949 to date now total 12 construction permits and one conditional grant. The AM deletion, for WFAR Quincy, Ill., owned by Illmo Broadcasting Corp., was effective Dec. 31, 1948. There have been no other AM cancellations to date this year.

★

For all of 1948 there were 130 FM deletions (licenses, CPs and CGs). In 1947 there were 31. In 1948 there were 53 AM stations cancelled (4 licenses, 49 CPs).

WFAR deletion was made as a result of FCC approval to Illmo Broadcasting's purchase of one-third interest in WGEM Quincy from Quincy Broadcasting Co. [BROADCASTING, Dec. 13, 1948].

WKAL-FM Rome, N. Y., owned by Copper City Broadcasting Corp., was dropped after "extensive surveys in area" which showed "little or no public interest in FM service," FCC reported. Commission said WKAL indicated it is "convinced it should devote entire interest to television station." WKAL has not yet applied for TV.

WREC-FM Memphis, Tenn., owned by Hoyt B. Wooten under the firm name of WREC Broadcasting Service, was dropped for the present time. CP for the station expired Dec. 12. In a letter to the FCC, Mr. Wooten explained he had just returned to his office after illness and an extended tour of Europe. He asked for extension of completion date or deletion without prejudice since plans to combine FM and TV operations are delayed as a result of the video freeze.

KRNA Okmulgee, Okla., owned by Donald W. Reynolds, was granted deletion. According to FCC, Mr. Reynolds "decided not to construct at this time."

Likewise WIRE-FM Indianapolis was cancelled as "applicant has decided not to construct at this time." WIRE is owned by Indianapolis Broadcasting Inc.

KVRO Brownville, Tex., owned by Brownville Herald Pub. Co., and KVMR McAllen, Tex., owned by Valley Evening Monitor Inc., were dropped "after careful consideration of numerous factors involved in an FM broadcast operation," FCC said. Withdrawal requests were signed by Leo E. Owens, president of both firms.

WNYS Nashville, Tenn., owned by Nashville Radio Corp., was withdrawn as the firm "does not desire to engage in an FM operation at this time," Commission said.

Meanwhile, FCC also has granted deletion of WCYB-FM Bristol, Va. Action was inadvertently omitted from the report in BROADCASTING, Jan. 17, page 63. Commission said "applicant is convinced that attempt to operate an FM station in the community upon the basis of the same standards under which its present AM operation is conducted would be impossible." Appalachian Broadcasting Corp., owner, believes "it is wisest to devote all time and resources to AM."

ABC HOLLYWOOD

Promotes Nelson, Hullinger

NORMAN NELSON, assistant sales promotion manager of ABC Hollywood, Feb. 1 becomes director of broadcast promotion, according to Jack O'Mara, Western Division promotion manager.

Ned Hullinger, now trade news editor in the Hollywood publicity operation, will become assistant sales promotion manager on Feb. 1. Mr. Nelson's duties will be concerned with use of radio to promote radio in the KECA and ABC Pacific areas.

WBAP-TV Fort Worth, Tex., has shifted to new six-day weekly schedule, off air on Wednesday instead of Tuesday.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

1260 KC

Grants to WERC and Civic; WLEU Denial Proposed

MOVING to end the long-standing 1260 kc rivalry between the two stations, FCC proposed last week to put WERC Erie, Pa., on that regional channel with 5 kw day and 1 kw night (directionalized), and to deny WLEU Erie's application for the same facilities.

At the same time the Commission proposed to grant Civic Broadcasters Inc.'s application for a new Cleveland station on 1260 kc with 5 kw fulltime (directionalized).

The proposed decision also found "serious doubts" whether WLEU's stockholders or directors have participated in station affairs to the degree "required in the station's license."

But FCC said it would not be proper in this proceeding to pass upon "whether willfulness or improper motives prompted the filing of statements containing false information regarding the attention to the affairs of the station which has been given by the president [Leo J. Omelian Sr.] and/or [the] board of directors, or whether, in a legal sense, there has been a relinquishment of the reponsibilities placed upon its stockholders in the license granted for the operation of the WLEU facilities."

Separate Proceeding

A separate proceeding would be necessary to consider such questions, FCC said.

The case dates back several years, hearings having started in January 1946. WLEU had applied for 1260 kc with 5 kw day and 1 kw night in lieu of its present 1450 kc with 250 w. This raised questions of possible interference with WERC, on 1230 kc with 250 w.

Subsequently FCC granted WLEU's petition for an order directing WERC to show cause why WERC shouldn't operate on WLEU's 1450 assignment. Then it added another issue, on petition of WERC, to determine whether WERC should operate on 1260 kc. Thus it became a fight for 1260 kc, with 1450 kc to go to the loser. Meanwhile, Civic Broadcasters had come into the competition through its application for 1260 kc at Cleveland.

The proposed decision to favor WERC over WLEU was based on a comparison of the degrees of integration of ownership and station management as reflected by the two operations. The Commission said WLEU apparently is "actually operated, and to a great extent its policies determined and caried out, by a general manager [V. Hamilton Weir] who owns no stock in the corporate licensee."

FCC continued:

The Commission recognizes that, for the most part, corporations may function only through their agents; but in dealing with the corporate licensees of radio broadcast facilities, it is expected that definite polices will be laid down by the board of directors for the guidance of their agents who are engaged directly in the management and operation of the radio stations involved; that all of the members of the board of directors will be informed continuously of changes in conditions which might warrant revision in these policies; and that the real responsibility for the management and operation of the stations will not be placed upon a single individual, particularly one who of record has no proprietary interest in the corporate licensee.

In proposing to make final the show-cause order relating to a move of WERC to 1260 kc, FCC said it would do so on condition that WERC use the daytime directional pattern suggested by Civic Broadcasters and the nighttime pattern proposed by WLEU.

Civic Broadcasters is headed and controlled by Frederick C. Wolf, owner of a transcription and recording business in Cleveland, who has 60% interest. Other stockholders: William H. Hlavin, electrical engineer, 18%; Walberg L. Brown, music director for the Cleveland Division of NBC, and Edward J. Sklenicka, attorney, 5% each; Emil J. Jelinek, operator of a clothing store, 10%, and John R. Bennett, Air Forces veteran, 2%.

NAME SEN. HOEY

To Head Probe Committee

THE SENATE Subcommittee on Investigations, which last summer looked into "Voice of America" broadcasts, last Wednesday was officially placed under new management in the reshuffled 81st Congress.

Members of the Committee on Expenditures in Executive Departments, parent group, named Sen. Clyde R. Hoey (D-N.C.) chairman of the subcommittee, replacing Sen. Homer Ferguson (R-Mich.). The two holdover members are Sens. Herbert R. O'Conor (D-Md.) and James O. Eastland (D-Miss.). New members are Sens. Karl E. Mundt (R-S.D.), Joseph R. McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), and Russell B. Long (D-La.).

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

For Every Taste . . .

*For Every Occasion**

● We like to feel . . . and have reason to believe . . . that WHHM caters to one of the broadest audiences in its area.

● Young or old, rich or poor—there's something that WHHM has that brings them back to listening, that gives impetus to WHHM-advertising that makes those cash registers sing a song of sales.

● Alert audience, Healthy Hoopers & Results—who could ask for anything more! Plus the fact that WHHM

DELIVERS

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Independent—but not Aloof

Memphis, Tennessee

Patt McDonald, manager **FORJOE & CO.**, representatives

* Drink Up to Canada Dry for This One

Member
Association of
Independent
Metropolitan Stations

To One Million People CBS Means WDNC

DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

Radio's Net

(Continued from page 21)

business is that 1949 will be a more competitive year than its predecessor [BROADCASTING, Dec. 27, 1948, *Year-End Roundup*]. But few executives anticipate or plan for any net decline in radio revenues.

Television

The *Business Index* estimates TV sales to be about $7.5 million for 1948. There are now 680 advertisers in the television market—37 being network advertisers. There are no official figures for 1947—but last year, it was estimated that television business totalled about a half million dollars. The gain this year has been exceptional for an industry that is yet so young.

There are few persons who would venture to estimate the 1949 television time sale revenues. Certainly TV advertising has caught the imagination of the advertiser—though he may have been skeptical in the past.

Station Breakdowns

(See Table II)

Regional stations captured almost half of the total time sales revenue in 1948. The remainder of the time sale revenue was split about 25% each for locals and clear channel stations.

This is about the same breakdown as 1947—with regionals gaining 2.6% in their share of total revenue—principally at the expense of the clear channel stations, which dropped about 2.4% in share of total broadcast revenues.

Regional stations received 48.2% of the total revenue from spot sales; clear channels 40.5%. In this case too, the increasing number of regional outlets gained a percentage from the clear channel stations. In 1947 the split was about 44% of spot business to each class of station.

Half the income from local sales was received by regional stations, while the local stations took 37%—the remainder going to the clear channel stations.

About 85% of the network business went to the clear channel and regional stations—38% and 47% respectively, and remaining 15% of the $133,545,000 total went to local stations.

Advertisers by Product

The big four network advertising groups—Drugs and Toilet Goods, Food and Food Beverages, Laundry Soaps and Household Supplies, and Tobacco—accounted for about 75% of all network advertising in 1948. Their relative positions were unchanged, as all four led the network advertising field in 1947.

The following table shows the top advertising group, with estimated dollar budget for 1948, and the per cent of total network advertising represented by that figure:

TOP SIX NETWORK ADVERTISERS

Product Group	$ Total (Millions)	% Of Network Total
Drugs and Toilet Goods	$57.0	28.6%
Foods and Food Beverages	52.1	26.1
Laundry Soaps and Household Supplies	19.7	9.9
Cigars, Cigarettes & Tobacco	19.3	9.7
Household Furniture & Furnishings	8.4	4.2
Confections & Soft Drinks	7.2	3.6

These figures are *Business Index* estimates, from Publishers Information Bureau reports.

Comparison with Other Media

Radio's overall 7.7% gain compares with an estimated 13.0% increase in newspaper advertising, according to Media Records reports. The 1948 increase for newspapers was about 3.3% below last year's increase. Magazine advertising in 100 national magazines and 11 farm papers increased about 4%, according to recent estimates.

The *15th Annual Business Index* appears in the *1949 Yearbook Number* with additional tables and graphs showing the course of radio's revenues since 1945.

TABLE I

RADIO NET TIME SALES 1947-1948

Class of Business	1947	% Total	1948 Estimated	% Total
National Network	$127,713,942	34.1%	$133,545,000	33.2%
Regional & Miscellaneous Networks*	7,012,689	1.9%	6,600,000	1.6%
National & Regional Non-Network	91,581,241	24.5%	99,431,000	24.7%
Local	147,778,814	39.5%	163,250,000	40.5%
TOTAL	$374,086,686	100.0%	$402,826,000	100.0%

* Includes miscellaneous networks and stations.

* * *

TABLE II

PERCENT OF SPOT, LOCAL, NETWORK AND TOTAL REVENUES BY CLASS OF STATION—1947 AND 1948 (EST)

	National Spot		Local		Network		Total	
Class of Station	1947	1948	1947	1948	1947	1948	1948	1948
Clear Channel	44.2%	40.5%	15.5%	12.7%	36.6%	38.2%	28.1%	25.7%
Regional	44.4	48.2	46.6	50.1	48.1	46.7	46.3	48.9
Local	11.4	11.3	37.9	37.2	15.3	15.1	25.6	25.4

All columns total 100%

High-Paid Page

VISITORS to the studios of WOW Omaha can expect a royal reception and expert "guided tour" service, but they are hereby warned not to underestimate the importance of their "guides." A rancher and his family who recently toured WOW studios were highly pleased with the service rendered and offered the "page" a tip to "go get yourself some good cigars." The "page" declined, explaining that he was being paid by the station for his services. Red faces probably would have resulted if the rancher had learned he offered a 50c tip to Johnny Gillin, president and general manager of WOW.

MBS 'FORUM'

Praised by Sen. Johnson

MILLIONS of Americans become better citizens through listening to Mutual's *American Forum of the Air*, Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce committee, told program listeners last Tuesday.

Sen. Johnson's remarks were given on the occasion of the 21st anniversary of Theodore Granik's coast-to-coast broadcast of the program from Washington, D. C.

"The *American Forum*," the solon said, "provides a unique stimulation to the people of the nation bringing as it does the opinions and views of men in Government to every corner of the land. It is one of the best examples of democracy at work that we have . . ."

President Truman, too, has praised the program, Sen. Johnson said, and had expressed the view that "the radio industry can be proud of this pioneer in the field of public service programs."

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

POWER FAILURE

Radio Helps Avert It In Northwest

STATIONS in the Pacific Northwest played a major role this month in helping to avert collapse of electric power facilities in the area, a spokesman for the utilities told BROADCASTING last week.

While all available media were used to tell the public the urgency of the situation, it was the swift action of radio on two successive weekends that turned the tide.

As early as last October, it became evident that the supply of electric power might be reduced during the winter. Companies sharing in the Northwest Power Pool—which covers Oregon, Washington, Idaho, Montana and British Columbia—started meeting as the Northwest Utilities Conference Committee, a regional organization of major public and private power companies.

As the threatened shortage approached, the group launched a plan in November to educate the public on the need for conservation of power, especially during the peak hours, 4:30-6:30 p.m. Each member company developed its own promotion and education effort, but radio was used from the start by most of the participants.

Collapse Threatened

Then, the severe weather and freeze on Sunday, Jan. 9, cut the available power markedly, and threatened total collapse the following day.

Executives of the Puget Sound Power and Light Co. and its advertising agency, Strang and Prosser, went swiftly to work producing copy and buying all available time that Sunday for spots. Except for one small newspaper ad and a news story in Monday's paper, the spots on 15 stations were the only channel used for indicating the seriousness of the problem.

On Monday morning engineers and advertising men alike watched the power consumption with concern, because the preceding Monday's peak (4:30-6:30) consumption had been the highest in the history of the Northwest, and the company had barely squeezed through without a breakdown. With less power available in the intervening week, a duplication of such heavy power use would force a breakdown.

Load Declines

But by evening, the concentrated barrage of radio advertising and news had its effect. The load dropped to 10,000 less kilowatts than the preceding week, or just enough to give a safe margin. "For this, radio was largely responsible," a spokesman for the company said last week.

Average use of time by the Puget Sound Power and Light Co. was ten spots a day on each of 15 stations. As the crisis eased later in the week, the volume of advertising dropped to six spots, then four, and finally two. By Friday, Jan. 14, however, it became apparent that the problem was no longer one of peak-period consumption alone. The companies were getting through only by using storage water, which was dropping dangerously low.

Accordingly, a round-the-clock power conservation program was developed, to reduce consumption 15%, in addition to the earlier emphasis on the 4:30-6:30 trouble spot. Again, Puget Sound Power and the other companies started to rely almost exclusively on radio. Four spots a day were placed on each station over the next weekend.

ZCMI

(Continued from page 27)

ident and general manager, Harold H. Bennett. His particular pet, however, is the symphony because of the store's policy to give strong support to cultural activity in the community.

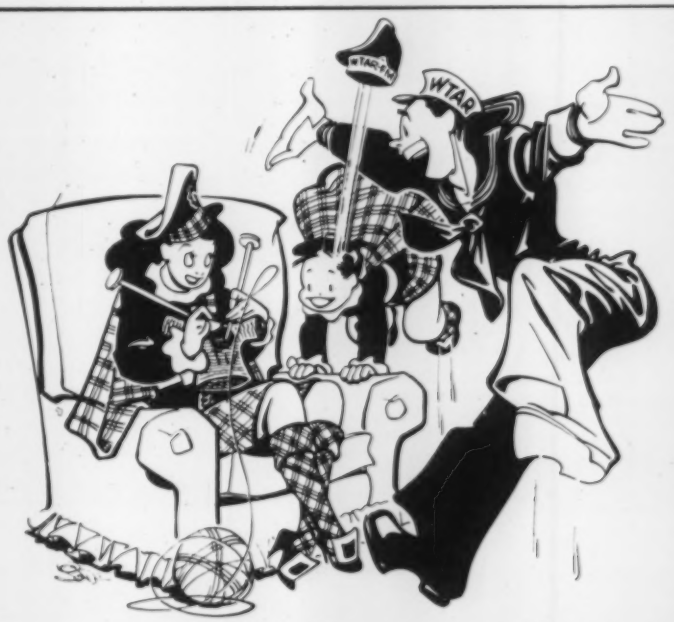
Mr. Bennett attributes to the store's radio promotion the fact that, although Salt Lake City department store business in 1948 was behind that of 1947, Federal Reserve figures showed that ZCMI was way ahead.

Circuit Responsible

Responsible for the round of tie-in parties and letters that have evolved from *The Story Princess* programs is Geoffrey Circuit, ZCMI sales promotion manager, who stepped into the already going radio campaign about a year and a half ago. Mr. Circuit, interviewed by BROADCASTING at the NRDGA convention in New York, wrote and produced shows at KSL before joining ZCMI, taught radio and advertising at Northwestern U., and at one time had his own ad agency in Chicago, where 60% of his business was in placing radio time. He believes that too much emphasis cannot be put on the importance of radio, and throws most of his energy and enthusiasm, of which he has much, behind that belief.

KFI Los Angeles has received radio committee of Los Angeles Tenth District California Congress of Parents and Teachers award for "radio station broadcasting greatest number of programs approved by the Congress." In addition KFI weekly *Jump Jump of Holiday House* was selected by group as "outstanding radio program series of interest to young children."

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles



You, too, will hear good news

. . . when WTAR does *your* selling job in the Norfolk Metropolitan Market

Look at both sides of your advertising dollar . . .

WTAR gives you 3.5 times as many weekday morning listeners as its nearest competitor . . . 3.2 times as many weekday afternoon listeners, 3.4 times as many, evenings . . . 2.3 times as many Sunday afternoon and Saturday daytime . . .

That's what the Hooper Station Listening Index, October-November '48 says for Norfolk—Portsmouth—Newport News, Va.

Check that kind of listenership and the cost per listener, against any audience delivery of any other station on your list.

You'll see why WTAR gets along so well with thrifty folks.

Let us tell you more about it.

WTAR
WTAR-FM
WTAR-TV (CP)

NBC Affiliate 5,000 Watts Day and Night

Nationally Represented by Edward Petry & Co.

DEPT. STORE SALES
Up in Early 1949

PRE-CHRISTMAS talk about falling department store sales has tapered off since Federal Reserve Board figures have come in for the first two weeks in January. The sales index for Jan. 8, 1949 is 274 as compared with a Jan. 10, 1948 figure of 251 (1935-39 = 100).

Post-Christmas bargain sales have been at prices not seen since OPA, and the result has been a good clearing of inventory in many large cities. Boston showed an 18% increase over a similar week in 1948, while the average for the 51 reporting cities is a 9% increase.

One of the few major markets showing a loss was New York City, with a 2% drop from the year before. Elsewhere, the picture looked healthy. Christmas buying, helped by the five-day sales week this year, was up 32% over 1947's Christmas week sales.

The month including Christmas and ending Jan. 8 was 10% above the corresponding month last year. No report is issued on smaller retail outlets, which may not have turned in such a good record for the holiday business.

CKLW Windsor-Detroit is now completing erection of its four masts for antenna system for new 50 kw transmitter. CKLW plans to have new RCA equipment on air in June.

VIDEO SALESMANSHIP
Need Cited by Crosley V.P. at Chicago Meet

TELEVISION needs vigorous salesmanship like that which brought aural radio through the depression, Marshall N. Terry, vice president of Crosley Broadcasting Corp., told the Chicago Television Council Wednesday.

"In spite of its glamor, TV was born at an unfortunate time—during a fat period—and now we are scrambling to keep on that plateau," he said.

Mr. Terry

"Will we carry over into television the luxuries of days gone by, or will we really go to work like we did when we sold ourselves out of the depression?" he asked.

Mr. Terry, who directs Crosley's television activities, recalled that as a newspaper advertising salesman he met resistance because his paper couldn't "demonstrate" a product. As a broadcast salesman, he often was turned down because his station couldn't "show" a product, he related.

"Now, television can do both—but what are we doing about it?" he inquired.

Most of Mr. Terry's remarks were in the form of thought-provoking questions. He frankly admitted "Crosley doesn't know the answers, either." Some samples cited by Mr. Terry are:

"Is our ambassadorship of television enough at this point?"

"Have we given sufficient study to the problems of department stores?"

"Just what constitutes good TV programming?"

"Should our rates reflect the greater impact of television?"

"How are we to test results?"

He predicted that TV stations may find it necessary to establish sales service departments to assist advertisers who have no agencies, as well as agencies themselves.

HOUSE GROUPS
Dealing With Radio Okayed

THE HOUSE of Representatives last Monday approved majority and minority appointments to three committees which examine legislative measures affecting radio.

Rep. Robert Crosser (D-Ohio), becomes chairman of the House Interstate and Foreign Commerce Committee [BROADCASTING, Dec. 20, 1948], which writes radio legislation.

At the helm of this committee's Senate counterpart is Sen. Edwin C. Johnson (D-Col.), whose appointment the Senate previously confirmed.

The addition of one more Democrat to the House Commerce Committee raises the ratio to 17 Democrats as compared to 11 GOP members.

New Democratic members of the committee are Reps. Arthur J. Klein (N. Y.), Thomas B. Stanley (Va.), John B Sullivan (Mo.), William K. Granahan (Pa.), Andrew J. Biemiller (Wis.), John A. McGuire (Conn.), George H. Wilson (Okla.), Neil J. Linhan (Ill.) and Thomas R. Underwood (Ky.).

Holdover majority members are Congressman Crosser and Reps. Alfred L. Bulwinkle (N. C.), Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), George G. Sadowski (Mich.), Dwight L. Rogers (Fla.) and Eugene J. Keogh (N. Y.).

All GOP appointments to the committee are previous members. They are, in the order of their seniority, Reps. Charles A. Wolverton (N. J.), Carl Hinshaw (Calif.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), Wilson D. Gillette (Pa.), Robert Hale (Me.), Harris Ellsworth (Ore.), James I. Dolliver (Iowa), John W. Heselton (Mass.), Hugh D. Scott, Jr. (Pa.) and John B. Bennett (Mich.).

Labor legislation is referred to the House Education and Labor Committee. The FCC's budget is examined by the House Committee on Expenditures in Executive Departments.

Composition of these committees during the 81st Congress will be as follows:

Education and Labor, Democratic members: Reps. John Lesinski (Mich.), chairman; Graham A. Barden (N. C.), Augustine B. Kelley (Pa.), Adam C. Powell, Jr. (N. Y.), John S. Wood (Ga.), John F. Kennedy (Mass.), Wingate H. Lucas (Tex.), Cleveland M. Bailey (W. Va.), Leonard Irving (Mo.), Carl D. Perkins (Ky.), Charles R. Howell (N. J.), Hugo S. Sims, Jr., (S. C.), Andrew Jacobs (Ind.), Thomas H. Burke (Ohio), Tom Steed (Okla.) and Roy W. Wier (Minn.). Republican members: Reps. Samuel K. McConnell Jr. (Pa.), Ralph W. Gwinn (N. Y.), Walter E. Brehm (Ohio), Carroll D. Kearns (Pa.), Thurston Ballard Morton (Ky.), Harold H. Velde (Ill.), Wint Smith (Kan.), Richard M. Nixon (Calif.) and Thomas H. Werdel (Calif.).

Expenditures in Executive Departments, Democratic members: Rep. William L. Dawson (Ill.), chairman; Chet Holifield (Calif.), Henderson Lanham (Ga.), Porter Hardy, Jr. (Va.), Frank M. Karsten (Mo.), John W. McCormack (Mass.), Herbert C. Bonner (N. C.), George G. Sadowski (Mich.), Walter B. Huber (Ohio), John A. Blatnik (Minn.), Harold D. Donohue (Mass.), Earl T. Wagner (Ohio), Robert L. Coffey Jr. (Pa.), William P. Bolton (Md.), M. G. Burnside (W. Va.), Richard Bolling (Mo.), Anthony F. Tauriello (N. Y.). Republican members: Reps. Clare E. Hoffman (Mich.), Robert F. Rich (Pa.), R. Walter Riehlman (N. Y.), Ralph Harvey (Ind.), Charles A. Halleck (Ind.), Harold O. Lovre (S. D.), William L. Pfeiffer (N. Y.).

Multiple Ownership

(Continued from page 30)

today than in 1940, for example, when the number of stations was far less.

Mr. McKenna asked and received permission to submit a supplemental brief on the question of FCC authority. He was appearing for KMMJ Grand Island, Neb., KALL Salt Lake City, Trans-American Television Corp., an applicant for TV at Evansville, Ind., and WISH Indianapolis.

For NBC, Mr. Margraf urged the Commission to "leave the way open for consideration of each case as it is presented."

He said NBC felt there should be no fixed limits "and that broadcasters should have an opportunity to show in any given case that ownership of an additional station would not be contrary to the public interest." In no event, he said, should different limits be set for the three services.

How to be FIRST in the World's No. 1 Oil Market!

Pick KPRC

It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and allied petroleum industries than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Texas City and Galveston besides. Pick KPRC now! Write Petry or call us for availabilities.

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS
National Representatives: Edward Petry & Company
Affiliated with NBC and TQN · Jack Harris, Manager

ONE OF A KIND

Time buyers learn early that some stations sell merchandise, while others do not. WAIR is a selling station . . . made so by popular programming. WAIR sells in volume . . . at a profit.

WAIR
Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

NEWS RESEARCH

NARND Probes Wire Reports

CONTINUING study of press association radio reports will be conducted by a committee set up last week by the National Assn. of Radio News Directors.

Co-chairmen of the committee are Sheldon Peterson, KLZ Denver, and Richard Oberlin, WHAS Louisville. Also named by NARND President Sig Mickelson, WCCO Minneapolis, were Ben Holmes, KOMA Oklahoma City; Ed Wallace, WTAM Cleveland; Wayne Kearl, KSL Salt Lake City.

One of the committee's first projects will be an analysis of a sample report for a week as provided by major wire services now serving radio. The NARND board last November authorized the committee, acting on the theory that station criticism of press association reports should be supported by facts.

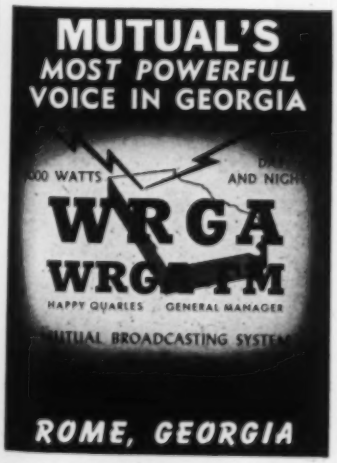
Mr. Oberlin

Mr. Peterson

'Important Project'

Mr. Mickelson told the new committee, "This is a project which is of the greatest importance to the entire radio news industry. We have been hearing a lot of comment on the work of the press associations—a lot of unfavorable criticism. But no one has ever been able, or at least no one has ever pointed out specifically to the press associations their weaknesses and methods for increasing their effectiveness."

President Mickelson suggested "a rather thorough analysis" for one week of press association material. "Such a preliminary survey should provide some interesting conclusions and some interesting suggestions for further study," he said.



Mr. Hawkins (r) presents the Gold Medal award to Dr. Zworykin. At left is Dr. Zworykin's daughter, Elaine V. Zworykin.

* * *

RCA's ZWORYKIN

Gets Poor Richard Award

DR. VLADIMIR KOSMA ZWORYKIN, vice president and technical consultant of the RCA laboratories division, Princeton, N. J., Jan. 17 received the 17th annual Gold Medal of Achievement award of Philadelphia's Poor Richard Club. The honor went to Dr. Zworykin for "his distinguished service in the field of electronic research and his outstanding contributions to the development of television."

Presentation was made by Harry L. Hawkins, club president, at the 44th annual dinner, held in the Bellevue-Stratford Hotel ballroom, in commemoration of the 243d anniversary of the birth of Benjamin Franklin, the club's patron saint. The evening was labeled by the club as a "Salute to Television."

Among guests in attendance were Frank M. Folsom, RCA president; Edgar Kobak, MBS president; Mark Woods, ABC president; Harry C. Kopf, NBC vice president, and Lawrence Lowman, CBS vice president. Milton Berle was m.c.

TBA REPLIES

To Detroit TV Housing Plan

THE RIGHT to own a television set is as basic an American right as that to own any other personal property, according to Television Broadcasters Assn. Commenting on the refusal of Detroit's Housing Commission director to allow the installation of TV sets in the city's public housing projects [BROADCASTING, Jan. 3], TBA has expressed the view that the director had exceeded any constitutional authority he might have.

However, TBA added that a landlord can forbid the erection of roof antennas as part of his property rights. It is understood that the Detroit action is based not on any city opposition to television but is merely one of a series of moves designed to discourage tenants from settling permanently in what was designed as a temporary answer to the city's wartime housing problem. The city has not forbidden TV sets in the permanent dwellings, it was reported.

WE DON'T REACH FOR GRAPE (Ky.)!

At WAVE we don't try to pick, pluck or reach for Grape (Ky.)! Our State's got lots of towns like that—sweet, maybe, but so small that even bunched together, they don't make a mass market!

If it's easy pickings you really want in Kentucky, you'll cling to WAVE and the Louisville Trading Area. Here in the State's most important market, people have a much higher Effective Buying Income (*$4069 per family vs. $2769 per family in the rest of the State!*); hence are the best audience for your radio sales message. WAVE gives you this market—without putting the squeeze on you, or wasting our own juice, either!

What do you say; is it a date—*without Grape?*

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

VIDEO MEET

Chicago Council Releases Event Roster

MORE than 90% of the telecasting leaders asked to speak at the video conference planned by the Chicago Television Council for March 7-9 have accepted invitations, James L. Stirton, council president and general manager of ABC's Central Division, said Wednesday.

Plans for the three-day session, which begins on a Monday, have been formulated by an executive committee headed by Mr. Stirton. As it now stands, he will give the welcoming address at luncheon Monday after a two-hour registration period. All elements of the industry are expected to send representatives to the conference, first major TV meeting in the Midwest.

At the opening-day luncheon, top executives of each TV network will discuss "Television Today and Tomorrow." That afternoon, a session will be conducted on general management, station sales, creation of client interest, and legal problems. The dinner speaker Monday evening will outline "TV From the Public Point of View."

Tuesday morning panel discussion leaders will explain the "Writing, Creating and Directing of TV Programs," including dramatic, audience participation, variety and musical. Concurrently, other discussion groups will take up "Developments in Transmission, Reception and Networking," with emphasis on AT&T, Stratovision, and Western Union and radio relay activities. The Tuesday luncheon topic will be "Impact of Television on Advertising."

★

Three panel sessions will take place Tuesday afternoon: (1) Sales and Management—personnel, sales program and production engineering; AM, newspaper and film company operations integrated in TV operations; (2) Program and Agencies—film sources, news features, shorts, cartoons, rental practices, clearance rights, filming news and special events (with setting up of individual departments); report from film conference committee on TV film standards; (3) Engineering—personnel, number needed, where to get, training; transmission and reception, maintenance problems, control room design and needs, studio organization.

The last day of the conference will begin with a morning session on program trends, including daytime shows, research (Hooper, Nielsen, The Pulse) and a television program demonstration. A representative from the motion picture industry will give his views on video at the luncheon meeting.

In the afternoon, speakers will appear on four panels: (1) Sales and Management (commercial programs)—studio, remote and film problems, and operation costs short cuts; (2) Program and Production Personnel (sustaining programs)—studio, remote and detailed lighting problems, personnel and music; (3) Agencies (studio problems)—production of commercial studio shows, remote problems, TV commercials and music; (4) Engineering—studio, remote, lighting and audio problems.

Among those who have accepted the council's invitation to speak are Mark Woods, president of ABC; James Young, consultant for J. Walter Thompson agency; Leo Burnett, head of the Chicago agency bearing his name, and Lee Cooley, TV director at McCann-Erickson, New York.

LOOKING OVER program are four members of recent eight-man television panel at Hollywood Advertising Club. L to r: Richard Goggin, ABC Western Division TV program head; Mal Boyd, Hollywood Ad Club program chairman; Carlton Winckler, Don Lee video program director; Harold J. Bock, NBC Western Network TV manager.

TAPE RECORDING

ABC Facilities Available

TAPE recording facilities of ABC are to be made available to the network's clients and advertising agencies, Lawrence Ruddell, director of recording, announced last week.

ABC announced that the following charges will include an original and a protection recording which may be used for broadcast, dubbing, or for editing and assembling. The tape remains ABC property. If a disc is required for listening purposes simultaneously with the recording on tape, it may be ordered at regular disc commercial rates.

Length of recording time	Ampex tape recording
15 minutes	$15
30 minutes	20
1 hour	35

(Rates for periods longer than one hour shall be in exact proportion to the one-hour rate. Tape must be recorded with protection copy.)

Supplemental service

Editing and assembly (using one engineer and one machine):

First hour or portion thereof	$25
Any additional half hour or portion thereof	$10

Re-recording (tape to tape, or tape to disc):

¼ hour or less	$3
½ hour	5
1 hour	7

(Rates for period longer than one hour shall be in exact proportion to the hour rate.)

Tape cost (if client wants to keep his program on tape):

¼ hour	$10
½ hour	17.50

INTERCITY TV

AT&T Clarifies Policy

A CLARIFICATION of the American Telephone & Telegraph Co.'s controversial policy on interconnection of its intercity television facilities with those of other companies is offered in tariff changes filed with FCC on Jan. 14 [BROADCASTING, Jan. 17].

The present tariff provides that the company will not interconnect with other companies except in areas where no AT&T facilities are available. The new tariff, to become effective March 1, establishes two categories as follows:

1. If the customer needs television network service for less than three months (for particular events, for example), and if AT&T has no facilities, then the inter-city channels of other companies may be linked with those of the telephone company for varying periods up to three months or until AT&T facilities become available. "This," AT&T said, "depends upon the particular circumstances involved."

2. If the customer needs television network service for more than three months and if the telephone company cannot extend its facilities to the customer's location within 12 months, then the inter-city channels of other companies may be linked with the telephone company's for at least 36 months and for longer if AT&T does not have facilities by that time.

The whole subject of AT&T's interconnection policy is awaiting an FCC decision as part of the Commission's investigation of AT&T and Western Union TV network rates.

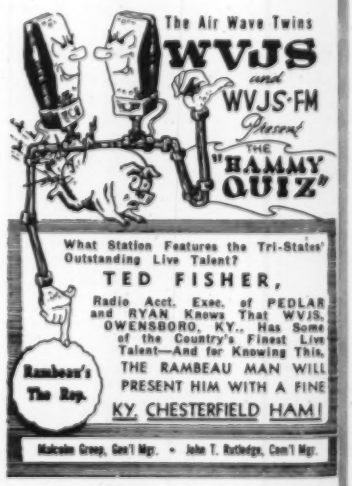
In both cases, AT&T authorities reported, "the tariff provisions stipulate reasonable notice from and to customers as well as the periods of interconnection."

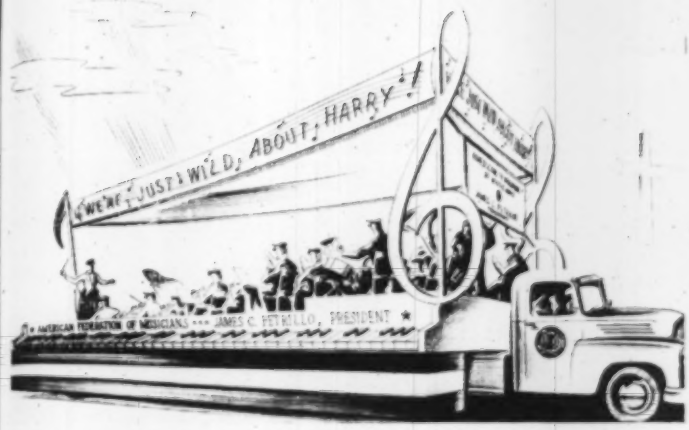
The provision calling for allocation of intercity channels on a quarterly basis—where there aren't enough channels for all monthly service customers—should facilitate broadcasters' sale of network time to advertisers by assuring use of the channels for three months instead of the present 30 days, authorities said.

LOOK WHAT MR. HOOPER LEFT US!

The Holidays, bless them, are over, but wotta gorgeous gift that Hooper man left us! Santa looked like a piker when Mr. H. handed over his October-November report—a double sampling in Pittsburgh. "The Shadow," on Sunday afternoon, for instance, came through with a sock 18.3! "Request Matinee," which we've been carrying in a Sunday afternoon slot only since September, rated a 5.1, 5.4 and 7.8. It all added up to happy holidays at KQV . . . and proved once more that our shows, both network *and* local, continue to pull top ratings month after month!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.


The Air Wave Twins
WVJS
and
WVJS-FM
Present
THE
"HAMMY QUIZ"
What Station Features the Tri-States' Outstanding Live Talent?
TED FISHER,
Radio Acct. Exec. of PEDLAR and RYAN Knows That WVJS, OWENSBORO, KY., Has Some of the Country's Finest Live Talent—And for Knowing This, THE RAMBEAU MAN WILL PRESENT HIM WITH A FINE
KY. CHESTERFIELD HAM!
Rambeau's The Rep.
Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.



AMERICAN Federation of Musicians float honoring piano-playing President Truman caught the eye of music-minded Inauguration Day parade viewers. Three days before the inaugural ceremonies at the Capitol the President had received from James C. Petrillo, AFM president, a silver plaque making him an honorary life member of AFM and praising him as "champion of world peace." Float depicted a 30 x 11-ft. piano. Atop it rode a 25-piece band.

Capital

(Continued from page 25)

cialist and WOL news editor, handled swearing-in ceremonies at the Inaugural stand. Vantage points commanded by the network: the roofs of the Senate Office and FTC buildings, Raleigh Hotel, Treasury Bldg., and the official Presidential and White House Reviewing Stands. Technicians from WCBM Baltimore and WOR New York augmented the full WOL engineering staff under the direction of Harold Reed, WOL technical supervisor.

Mutual also afforded radio coverage, through special arrangement with the Pennsylvania Railroad, to listeners housed in Pullman cars outside Washington for lack of hotel space.

Full inaugural FM coverage was afforded by Continental Network through WASH to approximately 45 stations, including such AM outlets as WANN Annapolis and WGAY Silver Spring, Md. (Continental had offered its service at cost to any AM stations.)

Its chief announcer was Don Pryor, assisted by James McManus, Frank Harms, Al Becker, and Paul Green. Larry Carl, Continental program director, supervised master control operations.

FM coverage in Washington, other than duplication offered by WWDC-FM and WINX-FM, was given by WCFM. Station covered the Inaugural events in full, going on the air at 11 a. m., with Syd Byrnes, program director, and John Hanly, chief announcer, handling broadcasts. WCFM also tape-recorded the Gala and Inaugural Ball for presentation later.

State Dept's "Voice of America," undertaking its largest operation since acquiring new Washington studios, shortwaved to foreign countries 24 hours of broadcasting, seven-eighths of which consisted of Inaugural material, an official reported.

The text was aired in Russian, German and Spanish, while reports of the ceremonies, along with background material, were piped in full in 16 other languages.

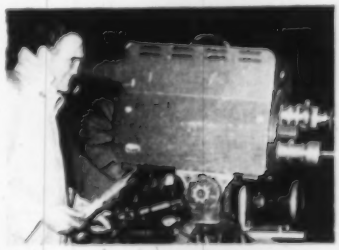
The "Voice" crew was represented by David Penn, announcer, and Fred H. Turner, engineer, fed the commentaries. Other personnel included Sidney Berry, announcer; Jack Gaines, producer, and Art Kaufman, editorial side. Mobile unit consisted of Joseph Sitrick, special events director; Lou Ross, engineer, and Sam Felsinger.

Simultaneous broadcasts were channeled through VOA's Washington Interior studios to New York, "Voice" headquarters, for relay by BBC and the American base at Munich. The Presidential Inauguration was covered in its entirety.

Foreign coverage was not limited, however, to the "Voice." The British Broadcasting Corporation scheduled a direct broadcast of ceremonies, its team consisting of Leonard Miall, Washington correspondent; Henry P. Straker, assistant program director, and Arthur S. R. Toby, chief engineer.

Through special facilities set up by MBS-WOL at the Inaugural Stand and the Washington Hotel, the French Broadcasting System originated special descriptive shortwave broadcasts to Parisian listen-

(Continued on page 64)



FROM his vantage point at the Treasury Dept., Neal Edwards of the WTTG-DuMont Washington staff sights down the length of Pennsylvania Ave. to the Capitol.

INAUGURAL CEREMONIES were beamed to the rest of the world via the Voice of America and the voice of David Penn, announcer, and Fred H. Turner, engr. (r.). Behind, WCFM Washington staff is ready to report for FM listeners; l. to r. Warren McDowell, Syd Byrnes and Carl Taylor.

INAUGURAL TESTS TV

Coverage Success Despite Technical Problems

TELEVISION met its greatest test in the Inaugural ceremonies last week and provided an estimated 20 million viewers with an informative and graphic portrayal of the historic events.

Starting with the pre-Inaugural ceremonies in which leading artists appeared and continuing through the swearing-in ceremonies, parade and Inaugural Ball, the pooled facilities of the TV industry worked together expertly despite unprecedented technical problems.

Interest centered, of course, on the swearing-in at the Capitol and the parade, largest Inaugural pageant of all time. The pickup started at 11:30 a.m. Thursday, after individual stations had put on their own special telecasts, with the announcement, "The television industry proudly presents the inauguration of our 32nd President."

Camera pickups were located at the Treasury Bldg. south terrace, 15th and Pennsylvania Ave.; Old Post Office Bldg., 11th and Pennsylvania Ave.; Standard Oil Bldg., Constitution at 2d St.; East Portico of the Capitol, and Lafayette Park, opposite the White House Reviewing Stand.

Good closeups of distinguished persons were given viewers prior to the swearing-in ceremony. Cameras frequently panned the crowd and gave views around the city. For about a half-hour the images were somewhat marred by wiggling on a set in the National Press Club lounge.

During the swearing-in and inaugural address the closeups presented events in detail though cameramen were forced to shoot almost directly into the sun. This tended to cloud the images. As Phil Regan sang the "Star Spangled Banner," a series of montages showed the flag and crowds. In the swearing-in of President Truman, Chief Justice Vinson was scarcely discernible at the left of the image.

Candid pickups and other material filled the time prior to the start of the parade. Cameras were able to show the parade forming, and bring views from vantage points. All during the parade good closeups were given. Most of the shots were excellent, though the camera at the Old Post Office Bldg. didn't produce clear, sharp pictures some of the time.

Minor mixups in cueing occurred occasionally, and some viewers complained that descriptions of floats and parade units were inadequate. These were inevitable, it was felt, considering the magnitude of the job. Now and then a flub or bit of inept ad-libbing brought chuckles to viewers.

Viewers all over the area served by the newly opened coaxial network, from St. Louis to Boston, were given a more complete and intimate view of the parade and other events than all but a few high officials. Moreover, they were able to observe the excitement from many vantage points. In addition, telecasters provided running narrations that provided word pictures to support the visual presentation.

AS PART of the ABC's participation in the video coverage, WJZ-TV (ABC) New York sent a truck, remote crew and several cameras to Washington. Setting up equipment in the stands opposite the White House are Bill Lawrence (l) and Bill Degenhardt, both from WJZ-TV.

Capital

(Continued from page 63)

ers there.

Independent Washington stations, undaunted by the vast scope of network operations, generally accorded Inaugural events better than average coverage. WWDC assigned five announcers to key locations and aired speech and ceremonies, and the parade in full. Personnel included Jackson Lowe, Ray Morgan, Willis Conover, Roy Hansen and Milton Q. Ford, with Norman Reed directing. In addition, WWDC fed complete Inaugural events to WBMD Baltimore and WINS New York.

Handling WINX commentaries were Tom Wade and George Crawford on the Hill, Lou Aikin and Jack Rowzie at the White House, and Jerry Strong from a 7th floor vantage point in the Washington Post Bldg. Station carried both Hill activities and full parade.

WQQW confined its coverage to President Truman's speech and oath, principally because a pre-Inaugural poll of the independent's listeners indicated they preferred the regular musical format, according to M. Robert Rogers, station's general manager. He added that WQQW could scarcely hope to compete with the networks.

From other cities, stations and personnel also took an active part. Clete Roberts, KFWB Hollywood newsman, fed his report direct, as he had done at political conventions. Gil Kingsbury, of WINS New York and WLW Cincinnati, presented a WINS commentary through WWDC's Washington facilities. Scripps-Howard's WEWS (TV) had its newsreel team of F. E. Wiedman and Nikolai Boris—news director and cameraman—on the scene to provide films of the ceremonies for Ohio viewers. They were to be shipped by air for processing, editing and telecast by 11 p.m. same night, one day ahead of other kinescope and movie versions in that area, WEWS reported.

WCMI Ashland, Ky. carried on broadcasting activities in Washington in connection with the appearance of the city's high school band at the Inauguration. Activities included two wire-recorded programs, live pickups of, and interviews with, the band. Staff included Charles C. Warren, manager, and Dick Martin program director. Broadcasts were arranged with cooperation and technical assistance of Ed Scovill, CBS Washington, and its WTOP staff.

WOV New York, independent station specializing in Italian language programs, gave a running commentary of the Inaugural ceremony in that language through special arrangement with WNBT (TV) New York. Viewed from a television set in WOV's studios, the activities were described by George Padovani, Italian news editor and Julian Gerbi, commentator. Coverage was made possible by arrangement by Arnold Hartley, WOV program director, and with the television pool.

RECIPIENT of the WBAL Baltimore Award for Achievement in Agriculture is Philip C. Turner (r), president of Food Producer's Council Inc. Taking part in the presentation, which was aired by WBAL and WBAL-TV, are Dr. David E. Weglein (l), public service counselor of the stations, and Harold C. Burke, WBAL and WBAL-TV manager.

TV CARTOONS

Fairbanks Plans Series

FIRST large scale production of cartoon films designed for television has been announced by Jerry Fairbanks Productions. Plans call for 130 animated open-end five minute shorts.

Based upon a continuing story premise, series will be offered to television stations singly as well as local, regional and national advertisers. At start series will consist of daily show for 26 weeks.

Animation for *Crusader Rabbit*, as the series will be known, is to be done by Television Arts Productions, Berkeley, Calif. The firm was recently organized by J. Troplong Ward, San Francisco radio producer, and Alexander Anderson, former animator and story editor of Terrytoons. Films are to be completed at the Fairbanks studios where editing and voice dubbing, narration and scoring will be added.

Newly developed Teletoons animation technique, according to Mr. Fairbanks, eliminates many of the costly features of theatrical animation while retaining illusion of movement and life. To accomplish this, Mr. Fairbanks says that backgrounds are held to a minimum and closeups featured. This method cuts cost sharply, he feels.

VANCE TO N.Y.

To Head M-E TV Production

BILL VANCE, television director for McCann-Erickson, Chicago, will report to New York headquarters of the agency today as supervisors of TV production. He will produce the *Swift Show*, starring Lanny Ross, and handle video spots for National Biscuit Co., he told BROADCASTING before leaving Chicago.

Production on these accounts formerly was under the supervision of Lee Cooley, McCann-Erickson TV director.

Ken Craig, Chicago radio director of the agency, will assume charge of television development for M-E in the Midwest.

TELEVISION ROBOT

News, Spots, Time, Weather by 'Multiscope'

TICKER-TAPE news and commercials, with up-to-the-minute time and weather, flashed on the screen of WBKB Chicago Jan. 24 (Monday) when the Balaban & Katz station began using its new "Multiscope" commercially for the first time.

Philco Corp. will sponsor the period between 11 a.m. CST and 1:30 p.m. seven days weekly with the machine operating on the 42-hour schedule during regular test pattern time, according to John Balaban, director of the station. A third sponsor may buy the 9 to 11 a.m. period until baseball games begin in April, at which time a move back to the 9 o'clock starting time is anticipated.

Westinghouse and Magnavox are possibilities for second sponsorship spots.

The "Multiscope" is a projector-type mechanism designed to eliminate expensive production aids and to free other equipment and personnel. Entirely automatic, it requires services of only one projectionist and moves "all title work from the studio into the projection booth," Mr. Balaban said. The "Multiscope" will project on the viewing screen the time in the upper left hand corner, the temperature and weather prediction in the upper right, the constant signature of the sponsor in the center and the moving ticker-tape news or sponsor's commercial in the bottom segment.

Specially selected background music is aired simultaneously and two announcers—one for each sponsor—will give commercials and station breaks.

Terming the device "the answer to a television operator's prayer," Mr. Balaban said the "Multiscope" can put any station close to a break-even point. It has brought WBKB so close to that point that we are probably closer to the profit side of the ledger than any station in the country."

The machine was installed Dec. 24 for experimentation during test pattern time. It was developed by Custom Television Productions, Chicago, from an idea originated by John H. Mitchell, WBKB general manager, and S. C. Quinlan, promotion manager. Custom Television, which holds all patent rights, was organized by three WBKB technicians, George Tressel, Elmer Goodman and Frank Tracey, who have made TV commercial films.

A subsidiary, Sterling Television Sales, is expected to distribute the "Multiscope" to stations throughout the country. Two have been sold, Mr. Quinlan said, and another 40 "will probably be sold within a year." The machine is "very economical, and eliminates necessity of large and expensive show cards," he added.

Time use of the machine counts as program time under the FCC regulations requiring a commercial station to operate 28 hours weekly, Mr. Mitchell explained.

HOUSTON SURVEY

Listening Habits Studied

SURVEY on radio listening habits in the Houston, Tex., area has been completed by the U. of Texas Bureau of Research in Education by Radio for the eight competitive Houston stations.

The stations — KATL KOCH KLEE KNUX KPRC KTHT KTRH KXYZ — made a grant of $2,242.50 to the university for the research to study ways in which the stations can better serve the community. Dr. A. L. Chapman, director of the bureau and professor of educational administration, made the survey and report.

Dr. Chapman

Titled "The Listeners Speak in the Bright Spot of America," the survey report includes 1,320 interviews and a series of tabulated results.

General results of the survey, as summarized by Dr. Chapman, include these facts: Most Houston residents have radios; they listen a great deal; they are generally satisfied with programs offered over the eight stations; nearly half of the Houston radio homes are multiple-radio homes; about ⅓ of the persons interviewed stated they have a radio in their car; about seven out of ten adults say they listen to the radio every week day; about ⅖ of the adults say they make an effort to find out about new programs, and about ¼ of the adults in Houston read the newspaper radio log on a week day.

DIRECT WIRE TV

To Be Used by Fox Firm

GEORGE FOX Co., Hollywood television film producer, will reportedly be the first to install Remington-Rand's newly perfected direct wire telecasting communication system.

Prime value of this system is that it permits producer-director and sponsor to see on the television receiver scenes as they are being recorded by the motion picture camera. In this way, present methods of waiting for film to be developed and viewed as rushes the next day are eliminated; also costly delays made necessary by reshooting are avoided.

TV FORUM

Hollywood Ad Club Holds Roundtable

EXCEPT for a few top budget programs New York has nothing on Los Angeles, Klaus Landsberg, West Coast director of television for Paramount Television Productions (KTLA), advised the Hollywood Ad Club a fortnight ago.

Furthermore, he said, even with coaxial cable, quality of transmission suffers between such points as Washington and New York.

Kinescope was his answer and he went on to announce that Paramount's teletranscription unit became operative in Los Angeles Jan. 15. He felt that kinescoped programs were cheapest and without loss in quality provided 35mm film is used. He also commented upon the injudicious backing of programs to one another in the East which he termed inconsistent with the best principles of good showmanship.

Richard Goggin, West Coast television program head of ABC, spoke up for the all-demanding space requirements of television, insisting that television required three to five times more elbow room than radio. He pointed significantly to the 10-acre site acquired by ABC for its Hollywood television operations.

Stresses Talent Needs

Hal Bock, NBC western television head, stressed the need for new talent in the face of limited budgets. From a station standpoint he emphasized importance of an awareness of the advertisers' problems and the money availability necessary to sound program operations.

Don Fedderson, vice president of KLAC-TV, warned advertising agencies to be alert to television. For, he pointed out, failing in this, an advertiser's client could be embarrassed by the activity of a competitor. Advertisers unknown to radio are already in television, he cautioned.

Haan Tyler, television head of KFI-TV, pointed out that any television station, network owned, affiliated or independent would actually continue "independent" for a long while to come because of the difference in time zones. By illustration he observed that 8 p.m. in New York may be effective there but successively less so if a live show were to go cross country at that very time.

Speaking of the position of KFI-TV as an independent station, he said that the station aims to syndicate its shows via kinescope as well as receiving same from other independent stations.

Harry Witt, acting general manager of KTTV, underlined the need for knowledgeable facts in the area of market measurement. He said that KTTV had already retained Facts Consolidated, West Coast research firm, to make such a study.

Carlton Winckler, program head of KTSL, warned advertisers that counsel of stations should be sought to the end of avoiding some of the errors that the stations themselves had earlier committed through ignorance.

WENR-TV-'NEWS'

Plan Chicago Tie-in

WENR-TV Chicago, ABC's key Midwest video outlet, and the *Chicago Daily News* have effected a "cooperative working arrangement," it has been announced jointly by John H. Norton Jr., vice president in charge of the network's Central Division, and Louis L. Pryor, promotion director of the newspaper.

The two organizations will collaborate in "joint promotion and coverage of the various promotional and special events activities handled annually by both," said the announcement.

Among the annual promotion projects of the *News* are its track relays, spelling bees, a benefit football game and baseball activities for youngsters.

USDA Film Tests

SOIL CONSERVATION Service has been cooperating with KOB-TV Albuquerque in the testing of U. S. Dept. of Agriculture films for TV. The Department's RFD newsletter quotes A. W. Jarrett, SCS visual man of Albuquerque, as finding that "a motion picture print which is made for projection is ideal for telecasting, but that light prints such as recommended are obviously washed out."

Mr. Jarrett said he expected to work on farm-type SCS programs, utilizing short lengths of movies surmounted with slides and either tape recorded or live interviews.

RCA
TUBES ...
the standard of comparison
RCA 7C24
Use RCA tubes for dependability . . . long life . . . operating economy in FM transmitters
• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

10,000 WATTS IN KANSAS CITY
WHB AM FM
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Mr. H. N. Spencer
D'Arcy Advertising Co.
St. Louis, Mo.

Dear H. N.:

Wal, January 24th's th' 10th anniversity o' th' ESSO NEWS REPORTER on WCHS. Yessir, that's 4 broadcasts a day on WCHS fer 10 'hull' years. 14,468 News Broadcasts, 72,340 minutes o' news 1205 hours an 40 minutes o' news . or better than 50 days o' continuous news broadcastin'. Some people would figer that-a-way but most would say it meant th' ESSO Company found them 5000 watts at 580 plus them CBS programs figered out t'be an audience worth keepin'. I guess I'd say "Happy Birthday."

Yrs.

Algy.

WCHS
Charleston, W. Va.

Commercial

CHARLES G. O'NEILL has been appointed sales manager of WNJR Newark, N. J. For past three years Mr. O'Neill has been staff assistant to **L. W. TEEGARDEN**, vice president of RCA's tube department. In addition to directing WNJR's selling organization, Mr. O'Neill will guide the station's advertising and promotion programs.

CARL BODNER, former promotion director and sales representative at WPAY Portsmouth, Ohio, has been appointed commercial manager.

Mr. Bodner

M. ALLEN STONEKING has joined sales staff of KELO Sioux Falls, S. D.

M. N. BABCOCK, sales manager of WGBS Miami, has been appointed radio chairman for the March of Dimes campaign for Dade County, Fla.

DORA C. DODSON has been appointed general manager of southern territory of Frojoe & Co., New York. Mrs. Dodson will headquarter at company's new Atlanta, Ga., office.

ROBERT M. McGREDY, formerly sales manager of WTOP Washington, has been appointed commercial manager of WPAT and WNNJ-FM Paterson, N. J.

J. E. VAN NESS has been appointed sales manager of the Wisconsin Network, composed of nine Wisconsin stations. Network headquarters are in Wisconsin Rapids and represents stations in Racine, Janesville, Beloit, Madison-Poynette, Sheboygan, Fond du Lac, Appleton, Green Bay and Wisconsin Rapids. Mr. Van Ness was formerly with KMA Shenandoah, Iowa.

ARTHUR M. MORTENSEN, formerly account executive for Intermountain Network, has been appointed merchandising manager for KNX (Columbia Pacific Network) Los Angeles, with headquarters in Hollywood. He replaces **PETER ROBECK**, who recently transferred to KTTV-TV Los Angeles.

MALCOLM O'MARA of Ra-Tel Inc., New York, new representative firm, is the father of a girl, Florence Ellen.

WORZ Orlando, Fla., and WEIM Fitchburg, Mass., have appointed **ROBERT S. KELLER Inc.**, New York radio sales promotion firm, for special services. Company also serves WMFD Wilmington WAYS Charlotte, WCOG Greensboro, N. C., WKIX Columbia, S. C., WHHT Durham, N. C., WMFJ Daytona Beach, WMRN Marion, Ohio.

JOSEPH T. MATHERS, commercial manager of WLAD Danbury, Conn., has been appointed secretary to the Danbury Board of Trade.

WHOO Orlando, Fla., has appointed **RA-TEL REPRESENTATIVES Inc.**, New York, as its representative, effective Feb. 1.

CHARLES GUNN has been appointed assistant sales manager of CKLW Detroit-Windsor.

WONE Dayton, Ohio, has appointed **HEADLEY-REED Co.**, New York, as its representative.

INTERNATIONAL MEDIA Co., New York, has announced that it will publish an *International Press and Advertising Directory*. Directory will list world's leading newspapers, magazines, trade publications, yearbooks and newsletters, and will include data concerning circulation, sizes, columns, subscription and advertising rates, etc., plus services rendered by agencies, publishers representatives, public relations councils, news services, and radio stations.

WMGM Representation

WMGM New York, 50 kw Metro-Goldwyn-Mayer station, will handle New York business through its home sales office, while Radio Representatives Inc. will represent the station throughout the remainder of the eastern seaboard and the country, the station announced Wednesday. Reports last week said Radio Representatives would handle all national sales.

RTDG Ball

ANNUAL Radio and Television Directors Guild Ball was held on Jan. 21, at the Astor Hotel, New York. Phil Silvers, comedian and m.c. on the *Arrow Show*, was the m.c. for the evening. Among other entertainers appearing at the ball were Milton Berle, Henry Morgan and Morey Amsterdam.

KGLE-FM

Construction Starts Soon

CONSTRUCTION on KGLE-FM Grand Prairie, Tex., was slated to begin before the end of this month.

Owner is Anson B. Brundage, publisher of the semi-weekly *Grand Prairie Texan*. Studios will be located on the second floor of the Burleson-Garrett Bldg. in Grand Prairie, 14 miles west of downtown Dallas.

KGLE will operate on Channel 276 (103.1 mc) with radiated power of 380 w.

Posner Show Starts

THE *Big 'n' Little Club*, new variety program for small fry, started over three ABC stations Saturday, Jan. 15, under sponsorship of Dr. A. Posner Shoes Inc., New York. Initial 20-week contract covers WJZ New York, WFIL Philadelphia and WCOP Boston. Hirshon-Garfield, New York, is the Posner agency. At least 30 ABC stations will be added to the program's lineup during its first 13 weeks on the air.

NRDGA FIRST

Program Heard on WARC

FIRST AWARD for programs entered in the General Family-Class Stores division of the National Retail Dry Goods Assn. radio program contest was given to a program on WARC Rochester, N. Y., NRDGA announced last week [BROADCASTING, Jan. 17].

Mr. Townsend

NRDGA previously had announced that the first award had gone to Sibley, Lindsay & Carr for its *Sibley's Dawn Patrol* on WHAM Rochester. This was in error, according to NRDGA, the program being broadcast on WARC, managed by S. W. Townsend.

NAVY SHOW

Issuing New Duchin Series

MARKING a harmonious climax to recent differences with AFRA over talent fees, the Navy is making available a new 13-program series of *The Eddy Duchin Show*. During the first series, the union was reportedly seeking to collect a full scale payment for program talent in each city where more than one station carried the programs [BROADCASTING, Nov. 15].

In announcing this new series, the Navy chief of public relations, Rear Admiral E. C. Ewen, said the programs were made possible through the cooperation and public spiritedness of such organizations as AFRA, AFM, ASCAP and BMI.

The programs, produced by the Navy in the interest of officer procurement and Naval Reserve recruiting, will feature such vocalists as Jane Froman, Georgia Gibbs, Kay Armand, Eugenie Baird, Connie Boswell, Maxine Sullivan, Anita Ellis, Nan Wynn, Jane Pickens, Bea Wain, Yvette, Nancy Donovan and Janette Davis. The series will be available to start the first week in March.

NBC AFFILIATE
WORZ
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

FTC REPORT

Mason Recommends Changes

LOWELL B. MASON, acting chairman of the Federal Trade Commission, has renewed his previous proposals to Congress calling for an increase in commissioners' compensation and Presidential designation of the FTC chairman, a power now vested within the Commission body itself.

His recommendations were included as minority proposals in FTC's 34th annual report to Congress covering activities for the fiscal year ended June 30, 1948. Mr. Mason, now serving as temporary acting chairman, is expected to head the Commission during 1949 pending approval by other members under its own rules of rotation.

Comr. Mason urged Congress to specifically forbid the Commission to issue an order based on findings of "reasonable possibility" of injury to competition and to limit FTC proceedings on pricing to cases involving conspiracy. He also sought a broadening of the scope of appellate court review of Commission orders. Another recommendation, previously voiced by Comr. Mason in the 1947 annual report, would amend the agency's organic act to provide for an executive director or administrator responsible to the Commission for administrative leadership.

Got Scriptitis?

ARE you affected with scriptitis? Do you shudder when you see a voluminous script? If so, take heart. The Federal Trade Commission, in its annual report filed last Thursday, told Congress that during the fiscal year ending June 30, 1948, it had examined a total of 1,423,515 pages of 643,604 scripts. During the period, FTC reported, it received copies of 748,284 commercial continuities, amounting to 1,580,543 typewritten pages. An average of 5,582 pages was read each working day and from this material 8,819 statements were laid aside for further study.

Programs

TO ANSWER listeners questions about television, WOC Davenport, Iowa, has inaugurated a new program, *Cavalcade of Television*. Purpose is to explain those questions about television which are uppermost in the minds of listeners, and to point up the fact that sound radio will be around for some time. Program brings out such facts as: TV sets in moderate price class, that most people will buy, carry no radio receiving equipment, and that most people will have a radio and a TV set. Complaints of radio dealers that people have delayed purchases of new radios because they feel they should wait for television, served as impetus for program.

TV—With Magazine Format

NEWEST PROGRAM of WLWT (TV) Cincinnati, *49—the Magazine of Television*, debuted on Jan. 19. Rita Hackett is "editor," chatting with personalities in or behind the news. A shift in scenery will take her to a "night club" for the music and entertainment portion of the show, plus brief interviews. Show opens with a picture of "49"—the Magazine of Television, with a table of contents listing each week's program.

'Inside Agriculture'

DEVOTED to discussion of farm problems, WRFD Worthington, Ohio's, new program, *Inside Agriculture*, brings to is listeners candid reports on various phases of agriculture. Each Saturday, WRFD brings in an expert on some phase of agriculture of particular interest, and following his talk presents a discussion period dealing with an issue or problem facing farmers. Guests from opposing sides of the question are invited to take part in the discussions.

To Further Religious Understanding

NEW RELIGIOUS program, *The Church Visible*, began on WMAR-TV Baltimore, Jan. 16. Every two weeks station will present Rev. John Sinnott Martin and guests from the Baltimore Catholic Diocese, who will discuss the externals of the Catholic Church. Talks will be illustrated by use of charts and examples, and will endeavor to bring about clearer understanding of the Catholic religion.

Before the Legislature

WORKINGS of Utah Legislature are being brought to listeners by KDYL Salt Lake City, in a series of weekly quarter-hour programs, *Your Legislature*. Each week State Senator Newell Knight, moderator, has as his guests two Republicans and two Democrats, who discuss the issues before the legislature and bills which are being enacted. KDYL has installed special line to pick up broadcasts from a committee room at the State Capitol.

FREDERICK P. LAFFEY, announcer, interviews Rev. Sister Emma Menard, superior of the Protectory of Mary Immaculate in Lawrence, Mass., during WLAW Lawrence's broadcast from the home. The Protectory, founded 83 years ago under the Sisters of Charity of Montreal, cares for 165 children and 65 elderly women. Broadcast was part of WLAW's *This is Greater Lawrence* series, sponsored by Pacific Mills, and designed to bring New England listeners a better understanding of their state.

They're Sold

TELEVIEWERS in Toledo, Ohio, don't like criticisms of their favorite shows, and they believe in letting you know it. When one listener wrote to WSPD-TV Toledo's *The Mail Bag* show and said he wasn't sold on its *Kukla, Fran and Ollie Show*, which originates from Chicago every night, his fellow televiewers avalanched the station with letters suggesting that he "sell his TV set and use the money for a ticket to Alaska." WSPD-TV states that the postmaster telephoned the station and asked officials to do something, the mail was driving him crazy.

'Psychologist's Notebook'

SOME of the things that parents do and do not do for proper rearing of their children, and other pertinent psychological problems are being brought up for discussion on WABY Albany, N. Y.'s newest program, *Psychologist's Notebook*. Each week prominent psychologists and citizens are brought together for the discussions.

Solving Speech Problems

IN ORDER to bring clearer understanding of relationship between speech and personality, WTTG (TV) Washington has started new series of programs devoted to the problems of speech. Titled, *Your Speech is Personal*, program features Richard R. Hutcheson, director of the District Speech Clinic. During each program Mr. Hutcheson will use charts, records and special devices used in speech correction for stressing his talks. And will thus enable listeners to recognize the relationship between speech and personality and to formulate individual programs for improvement of both.

regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Latest Record Hits on new "DJ" couplings from RCA VICTOR*

The Three Suns
You, You, You Are The One and Moonlight Romance
DJ-630

DENNIS Day

Tarra Ta-Larra Ta-Lar and Streets of Laredo
(from the Paramount pic "Streets of Laredo")
DJ-631

JACK Lathrop
with The Drugstore Cowboys, and orchestra
Don't Hang Around and One Has My Name
DJ-632

PERRY Como

Blue Room
(from the M-G-M pic "Words & Music")
and With A Song In My Heart
DJ-633

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

January 14 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced adoption of memorandum opinion and order denying petition filed by Boston Metropolitan Television Co. for entry of order dismissing application of CBS for new TV station in Boston.

AM—1240 kc

Announced decision granting application of Jorama-Fer Radio Corp. for new station at Caguas, P. R., 1240 kc 250 w unl., engineering cond. and also subject to cond. that operation of new station at Caguas shall not begin until WKVM Arecibo, P. R., begins operation in 1070 kc in accordance with Commissions' grant of April 30, 1947, and has ceased to operate on 1230 kc, and denying application of Caguas Radio Bcstg. Inc. for new station at Caguas 1230 kc 250 w unl.

AM—1240 kc

Announced decision granting application of Radio Dinuba Co. to change operating assignment of KRDU Dinuba, Calif., from 1130 kc 250 w D to 1240 kc 250 w unl., subject to cond. that applicant will make prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within 250 mv/m contour and subject to further cond. that KRDU shall not commence operation on 1240 kc until KCOK Tulare ceases operation on 1240 kc, and denied application of R. K. Wittenberg and R. L. Stoddard d/b as San Joaquin Bcstrs. for new station at Fresno, Calif., 1230 kc 100 w unl.

Pleadings Denied

Announced memorandum opinion and order denying pleadings filed by Television Bcstg. Co., San Diego, Calif., directed against Motions Commissioner's action of Oct. 8, 1948, granting petition to amend filed by Video Bcstg. Co., San Diego, in proceedings upon applications for TV CPs in San Diego.

AM—630 kc

Announced decision and order denying, for default, application of F. L. Thornhill and D. R. Johnson, partnership d/b as Western Washington Bcstg. Co. for new station at Puyallup, Wash., 630 kc 250 w D.

BY COMMISSION EN BANC

FM Authorizations

CPs for two new Class B FM stations authorized by Commission in addition to Class B CPs for five FM outlets which previously held cond. grants; issued CPs in lieu of previous cond. to seven other FM stations (see story page 78, BROADCASTING, Jan. 17).

Reinstatement Denied

Radio Bcstg. Co. Inc., Memphis, Tenn.—Denied request to reconsider Secretary's action of Nov. 1, 1948 dismissing application for extension of time to complete construction of new Class B FM station in Memphis. In doing so, Commission wrote company: ". . . it would be inconsistent with the clear intent of the Statute to allow applicants passively to hold their FM construction permits against future determinations in other branches of the radio field. Moreover, the policy of this provision (Sec. 319(b) of the Communications Act), is particularly opposite where, as here, the applicant, while requesting extensions of time, has failed even to respond to the Commission's inquiries as to when it intends to commence construction."

License Renewal

WCEC-FM Rocky Mount, N. C.—Granted renewal of license for period ending Dec. 1, 1951.

WJJW-FM Wyandotte, Mich.—Granted renewal of license for period ending Sept. 1, 1949.

KDYL(and Aux.) Salt Lake City—Granted renewal of license for period ending Nov. 1, 1951.

WADC Tallmadge, Ohio—Same.

WFBC Greenville, S. C.—Same.

Hearing Designated

Freeport Journal-Standard Pub. Co., Freeport, Ill.—Granted petition of WGIL and WRJN to designate for hearing application of Freeport Journal-Standard Pub. Co. for new station 1400 kc 250 w unl., and made WGIL Galesburg, Ill., and WRJN Racine, Wis., and WBEL Beloit, Wis., parties to proceeding.

AM—960 kc

Kentucky Mountain Bcstg. Co., Prestonburg, Ky.—Granted CP new AM station 960 kc 1 kw D; estimated cost $17,500; engineering cond.

AM—1420 kc

Comal Bcstg. Co., New Braunfels, Tex.—Granted CP for new AM station 1420 kc 1 kw D; engineering cond.; estimated cost $28,873.

AM—1590 kc

Twin Valley Bcstrs. Inc., Coldwater, Mich.—Granted CP new AM station 1590 kc 1 kw D. DA; engineering cond.; estimated cost $26,750.

Hearing Designated

Radio Station KWBW Hutchinson, Kan.—Designated for hearing application to install new vertical ant. with FM ant. mounted on top, and to change trans. location, and made WSIW Woodward, Okla., party to proceeding.

Reinstatement Denied

WWSW Inc., Trenton, N. J.—Denied petition for reinstatement of application for a new station to operate on 1260 kc, 1 kw-N, 5 kw-LS, unl. DA, because petitioner has failed to make a showing of due diligence in the prosecution of said application in face of repetitive requests by the Commission.

Hearing Designated

Crescent Bay Bcstg. Co., Santa Monica; Oceanside Bcstg. Co., Oceanside; Centinela Valley Bcstg. Co., Inglewood, and Bethesda Camp Meeting Grounds Inc., Anaheim, Calif.—Designated for hearing in consolidated proceedings with application of Balboa Radio Corp. following applications: Crescent Bay Bcstg. Co. 1460 kc, 1 kw D; Oceanside Bcstg. Co. 1450 kc 250 w unl.; Centinela Valley Bcstg. Co. 1450 kc 250 w sunset to 5 hours thereafter, and Bethesda Camp Meeting Grounds Inc. 1450 kc 100 w unl.; made KVOE Santa Ana and KPRO Riverside parties to proceeding, and amended Commission's order of April 29 designating Balboa Radio Corp. application for hearing, to include issues 6 and 8 set forth in order. Following hearing on Balboa Radio Corp. application presently scheduled to be heard in San Diego on January 31, the aforesaid applications will be heard in Oceanside on Feb. 1; Santa Monica Feb. 2, Anaheim on Feb. 3 and Inglewood on Feb. 4.

SSA Denied

WMRO Aurora, Ill.—Denied application of WMRO to use facilities of WEBS Oak Park, Ill. (1490 kc 250 w unl.) until WEBS is ready to commence program tests. WMRO presently operates 1280 kc 250 w D. Said the Commission in letter to WMRO: "A study of the operation of WMRO, on the requested assignment, indicated that serious objectionable interference would be caused to station WGEZ Beloit, Wis., affecting approximately 55% of that station's normally protected daytime service area. It was further determined that 22% of the population presently receiving service from station WMRO would be deprived of this service."

Petition Denied

KSRV Ontario, Ore.—Denied petition requesting that application to change facilities from 1450 kc 250 w unl. to 1380 kc 1 kw unl. DA-N be designated for hearing in consolidated proceeding with applications of KIDO Boise, Ida., and KOOS Coos Bay, Ore., and to continue hearing on these applications.

Modification of CP

WAFB Baton Rouge, La.—Granted mod. CP to change hours from D to unl., using 1 kw on 1460 kc, install DA-N and specify studio location; engineering cond.

FCC Correction

WMUL Mullins, S. C.—Item on report dated Jan. 10, referring to WMUL is corrected to read: Granted application to specify trans. site and ant. system to comply with cond. in original CP. Also granted waiver of Sec. 3.30(a) of rules to allow permittee to locate main studio at trans. site outside city limits of Mullins.

ACTIONS ON MOTIONS
(By Commissioner Jones)

Paramount Television Productions Inc., United Detroit Theatres Corp. and New England Theatres Inc.—Granted joint petition for extension of time to file exceptions to Commission's proposed decision on Paramount issue, and time was extended to Feb. 21.

Douglas L. Craddock, Leaksville, N. C.—Granted petition for leave to amend application to add further engineering statement relative to D interference cond. Amendment was accepted, proceeding reopened for purpose of making said amendment part thereof, and record thereupon closed.

WDBC Escanaba, Mich. — Granted petition for leave to amend application to add engineering report containing field intensity measurements.

WILK Wilkes-Barre, Pa.—Granted petition for leave to amend application to change Sec. V-G of application to show change in height of its proposed ant. tower.

William and Lee A. Odessky, Los Angeles—Denied petition to change place of hearing scheduled March 21 in Washington to Los Angeles instead.

Crosley Bcstg. Corp. et al., New York—Commission on own motion continued consolidated further hearing on FM applications from Jan. 25 to March 1 in Washington.

Dunkirk Bcstg. Corp., Dunkirk, N. Y.—Granted petition requesting additional time to file opposition to petition for reconsideration filed by station WBNY against grant of Dunkirk's application and time was extended to Jan. 25.

Suburban Bcstg. Corp., Upper Darby, Pa.—Commission on own motion continued indefinitely hearing scheduled Feb. 2 at Washington in re application.

KXRO Aberdeen, Wash.—Commission on own motion continued indefinitely pending action on petition for reconsideration and grant without hearing, hearing scheduled Feb. 3 at Hoquiam, Wash.

Seminole Bcstg. Co., Wewoka, Okla.—Commission on own motion continued indefinitely hearing scheduled Feb. 10 at Washington in re application.

WDBC Escanaba, Mich.—Commission on own motion continued indefinitely pending action on petition for reconsideration and grant of application hearing presently scheduled Feb. 14 at Washington.

Gila Bcstg. Co., Winslow, Ariz.—Commission on own motion continued indefinitely pending action on petition for reconsideration and grant of application hearing presently scheduled Feb. 16 at Washington.

The Heights Bcstg. Co., Cleveland—Commission on own motion continued indefinitely hearing presently scheduled Feb. 17 at Washington on application.

(Continued on page 70)

ACTIONS OF THE FCC

JANUARY 14 to JANUARY 20

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**
SSA-special service authorization		**CG-conditional grant**

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FCC Actions

(Continued from page 68)

Decisions Cont'd:

Rock Creek Bcstg. Corp., Washington, D. C.—Commission on own motion continued indefinitely hearing presently scheduled Feb. 21 at Washington on application.

Radio Bcstg. Corp., La Salle-Peru, Ill.—Commission on own motion continued indefinitely consolidated hearing presently scheduled Feb. 28 at Washington.

January 14 Applications . . .

ACCEPTED FOR FILING

License Renewal

WCBT Roanoke Rapids, N. C.—License renewal AM station.

Modification of CP

WRUN Utica, N. Y.—Mod. CP new AM station for extension of completion date.

License for CP

WCFM Washington, D. C.—License to cover CP new FM station.

WXNJ Plainfield, N. J.—Same.

WEED-FM Rocky Mount, N. C.—Same.

WLBR-FM Lebanon, Pa.—Same.

Modification of CP

KFMV Hollywood—Mod. CP new FM station for extension of completion date.

KMJ-FM Fresno, Calif.—Same.

WAVZ-FM New Haven, Conn.—Same.

WGTR Boston—Same.

WTTH-FM Port Huron, Mich.—Same.

WFNS-FM Burlington, N. C.—Same.

WCBT-FM Roanoke Rapids, N. C.—Same.

WABX Harrisburg, Pa.—Same.

KRGV-FM Weslaco, Tex.—Same.

License Renewal

License renewal applications were filed by following FM stations: KDKA-FM Pittsburgh, KYW-FM Philadelphia and WBZ-FM Boston.

KFMV Hollywood—Mod. CP new FM station to change name from Union Bcstg. Corp. of California.

Assignment of CP

WRTB Waltham, Mass.—Competitive bid to purchase TV station from Raytheon Mfg. Corp. filed by Meredith Engineering Co. Original application for assignment of CP filed by CBS.

License for CP

WEWS Cleveland—License to cover CP new commercial TV station.

Modification of CP

WKAL-TV Utica, N. Y.—Mod. CP new commercial TV station for extension of completion date.

WHIO-TV Dayton, Ohio—Same.

TENDERED FOR FILING

Assignment of License

WSYR-AM-FM Syracuse, N. Y.—Assignment of license from Central New York Bcstg. Corp. to parent firm, Radio Projects Inc.

DOCKET CASE ACTIONS

January 17 Decisions . . .

AM—1230 kc

Announced proposed decision looking toward following: Grant of application of Herald Bcstg. Co. for new station at Levelland, Tex., 1230 kc 250 w unl., cond.; grant application of Southwestern Bcstg. Corp. for change in frequency of KOSA Odessa, Tex., from 1450 kc to 1230 kc; deny applications of Panhandle Bcstg. Corp. and Voice of Amarillo for new stations at Amarillo 1230 kc 250 w unl.; and deny applications of The Big Spring Herald Bcstg. Co. to change frequency of KBST Big Spring, Tex., from 1490 kc to 1230 kc and of W. E. Whitmore to change operating assignment of KWEW Hobbs, N. M., from 1490 kc 100 w unl. to 1230 kc 250 w unl.

AM—1340 kc

Announced proposed decision looking toward grant of application of Lockport Union-Sun and Journal Inc. for new station at Lockport, N. Y., 1340 kc 250 w unl., cond., to denial of conflicting applications of Gordon P. Brown tr/as Niagara Bcstg. System, Niagara Falls, N. Y. and Great Lakes System Inc., Buffalo, N. Y.

AM—1490 kc

Announced proposed decision looking toward grant of application of Alexandria Bcstg. Corp. for new station at Alexandria, Minn., 1490 kc 250 w unl., cond., and to deny application of Alexandria Radio Corp. seeking same facilities.

BY THE SECRETARY

Actions Taken Jan. 14

The Evening News Assn., Area Detroit, Mich.—Granted license for new exp. TV relay W8XRF.

KAAA Red Wing, Minn.—Granted mod. CP to make changes in vertical ant., change type trans. and mount FM ant. on AM tower.

WIRJ Humboldt, Tenn. — Granted mod. CP to change type trans.

KOTS Deming, N. M.—Granted mod. of CP for approval of antenna and transmitter and studio locations and change type of transmitter.

WFAR Illmo Bcstg. Corp., Quincy, Ill.—Granted authority to cancel CP for new AM station and deleted call letters WFAR.

KAMD Camden, Ark.—Granted CP install new trans.

WKBH LaCrosse, Wis.—Granted CP for new STL, WDYF.

Following were granted extension of completion dates as shown: KMAC San Antonio, to 5-4-49; WSVA-FM Harrisonburg, Va., to 7-29-49; WWOL-FM Buffalo, to 4-1-49; WSAN-FM Allentown, Pa., to 3-15-49; WGNB(FM) Chicago, to 6-1-49.

Meredith Syracuse TV Corp., Syracuse, N. Y.—Granted CP and license for new exp. TV relay W2XXJ.

WFVA Fredericksburg, Va.—Granted mod. license to change studio location.

KSCB Liberal, Kan.—Granted assignment of license to Seward County Bcstg. Co. Inc.

KMTR Radio Corp., Los Angeles—Granted CP for new exp. TV relay WeXMU.

KRNA Donald W. Reynolds, Okmulgee, Okla.—Granted request to cancel CP for FM station.

The following were granted extension of completion dates as shown: WOR-TV New York, to 5-15-49; WRGB Schenectady, to 3-13-49; WNBK Cleveland, to 7-15-49; WWOD-FM Lynchburg, Va., to 7-1-49.

WFTW Fort Wayne, Ind.—Granted license to mount FM ant. on top of AM tower.

WCAP Asbury Park, N. J.—Granted mod. CP to change type trans.

WDSU-AM-FM-TV New Orleans—Granted mod. of AM license and CPs for FM and TV stations to change name to WDSU Bcstg. Services Inc.

WREC-FM WREC Bcstg. Service, Memphis, Tenn.—Granted authority to cancel CP for new FM station.

WKAL-FM Copper City Bcstg. Corp., Rome, N. Y.—Same.

Following were granted extension of completion dates as shown: WMCT Memphis, to 7-28-49; W2XGW Alpine, N. J., to 6-19-49; WDAK-FM Columbus, Ga., to 3-31-49; WHEC-FM Rochester, N. Y., to 8-3-49; WHIO-FM Dayton, Ohio, to 5-30-49; KTRH-FM Houston, Tex., to 8-12-49.

WSPA-AM-FM Spartanburg, S. C.—Granted assignment of AM license and FM CP to Surety Bcstg. Co.

WBNT Columbus, Ohio—Granted assignment of TV permit and exp. TV relay permit to The Dispatch Printing Co.

KBRZ Bryan, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WICU Erie, Pa.—Granted mod. CP to make ant. changes.

Following were granted mod. CPs for extension of completion dates as shown: WJIZ Hammond, Ind., to 7-16-49; KBUR-FM Burlington, Iowa, to 3-1-49; WNIQ Uniontown, Pa., to 3-31-49; WJPA Washington, Pa., 3-31-49; KTVU Portland, Ore., to 6-29-49.

Allen B. DuMont Labs. Inc., Pittsburgh—Granted license for new exp. TV relay W3XCS.

KRCN Riverside Bcstrs., Los Angeles—Granted request to vacate cond. grant for new FM station.

WJIM-FM WJIM Inc., Lansing, Mich.—Same.

WHEB Inc., Portsmouth, N. H.—Granted reinstatement of CP which authorized new STL, WEBI.

WKLX-FM Fayette Bcstg. Co., Lexington, Ky.—Granted request to vacate cond. grant for new FM station.

WHEB Inc., Portsmouth, N. H.—Granted mod. of CP WEBI to change power from 5 to 10 w, and equipment.

Following were granted mod. CPs for extension of completion dates as shown: WFDF-FM Flint, Mich., to 6-1-49 on cond. that construction be completed or interim operation provided by that date; KUHF Houston, Tex., to 6-28-49; WMBO-FM Auburn, N. Y., to 3-15-49; WJHL-FM Johnson City, Tenn., 5-1-49; KROC-FM Rochester, Minn., to 5-1-49; WNAV-FM Annapolis, Md., to 8-3-49; KWFM San Diego, to 4-30-49; KFSA-FM Ft. Smith, Ark., to 7-1-49; WDET-FM Detroit, to 1-31-49; WVKO Columbus, Ohio, to 2-1-49; KVOL-FM Lafayette, La., to 3-1-49; WTIC-FM Hartford, Conn., to 4-1-49.

Absent Profs

UNIQUE TITLE "Professor in Absentia" has been awarded five broadcasters by the Radio Journalism Clinic held last Aug. 23-27 at the U. of Denver. Awards were bestowed for their transcribed lectures prepared for the Denver Clinic. The awards are signed by R. Russell Porter, U. of Denver radio coordinator and director of the clinic, and "Dean" Arthur C. Stringer, NAB staff director. Those honored are Richard D. Crombie, KBRO Bremerton, Wash.; Jack Harris, KPRC Houston; Marjorie Jordan, WFNC Fayetteville, N. C.; William B. Ray, NBC Central Division; William Warrick, WJOB Hammond, Ind.

January 18 Decisions . . .

DOCKET CASE ACTIONS

AM—1260 kc, 1450 kc

Announced proposed decision (Comrs. Webster, Sterling and Hennock not participating) proposing following: (1) That order to show cause in original form directed to Presque Isle Bcstg. Co., which contemplates operation of WERC Erie, Pa., on 1450 kc 250 w unl. in lieu of present assignment 1230 kc 250 w unl., shall be set aside; (2) that order to show cause, as amended, which contemplates operation of WERC on 1260 kc 5 kw-D 1 kw-N unl., shall be made final, subject to cond. (a) that site selected for station is found to be in compliance with standards of good engineering practice and receives approval of CAA, (b) that station's D operating pattern will be in accordance with that proposed herein by The Civic Bcstrs. Inc. for simultaneous operation in Cleveland and Erie, Pa., on 1260 kc, and (c) that station's N operating pattern will be same as that proposed in instant application of WLEU Erie, Pa.; (3) that application of The Civic Bcstrs. Inc. for new station in Cleveland, 1260 kc 5 kw unl. DA-DN, shall be granted; and (4) that application of WLEU for CP to change facilities from 1450 kc 250 w unl. to 1260 kc 5 kw-D, 1 kw-N DA-N, shall be denied.

AM—1450 kc

Announced proposed decision looking toward grant of application of Blue Valley Bcstg. Co. for new station at Beatrice, Neb., 1450 kc 250 w unl., engineering cond., and also subject to cond. that operation of proposed station shall not begin until KVAK Atchison, Kan., shall be licensed to operate on 1470 kc and has ceased to operate on 1450 kc, and to deny application of Beatrice Bcstg. Co., seeking same facilities (Comrs. Webster and Sterling not participating).

BY COMMISSION EN BANC

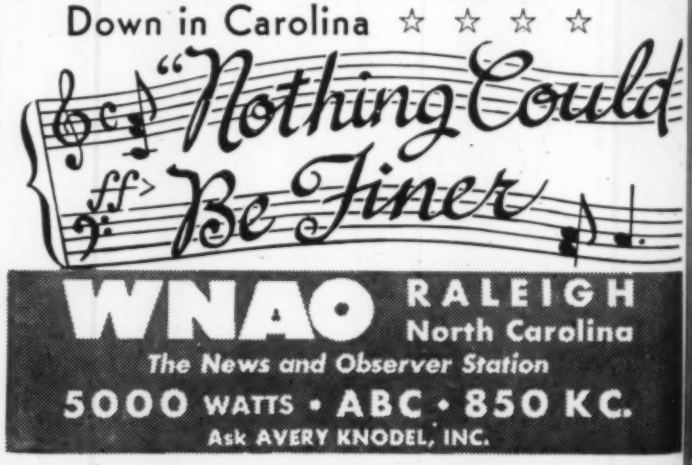
FM Authorizations

CPs granted for one new Class B FM station and for one new noncommercial, educational low-power FM station; CPs in lieu of previous cond. grants issued to two FM outlets, including one Class A and one Class B permit; issued CPs in lieu of previous cond. to two other FM stations; announced order amending FM allocation plan in three instances (see story, page —).

License Renewal

Following stations were granted renewal of licenses for period ending Feb. 1, 1952: WITH Baltimore; WKBO Harrisburg, Pa.; KPRL Paso Robles, Calif.; KXO El Centro, Calif.; WCNH Quincy, Fla.; WAIM Anderson, S. C.; KADA Ada, Okla.; KAST Astoria, Ore.; KFJB Marshalltown, Iowa; KGDE Fergus Falls, Minn.; KODL The Dalles, Ore.; KOSF Nocagdoches, Tex.; KRES St. Joseph, Mo.; KSWM Joplin, Mo.; WBOW Terre Haute; WCAT Rapid City, S. D.; WCLO Janesville, Wis.; WCMA Corinth, Miss.; WCOL (and aux.) Columbus, Ohio; WCPO Cincinnati; WDSM Superior, Wis.; WENY Elmira, N. Y.; WFOM Marietta, Ga.; WFRP Savannah, Ga.; WGLN Glen Falls, N. Y.; WHLN Harlan, Ky.; WHUC Hudson, N. Y.; WISE Asheville; WJOB (and aux.) Hammond, Ind.; WJOY Burlington, Vt.; WMPC Lapeer, Mich.; WPUV Pulaski, Va.; KANA Anaconda, Mont.; KDIX Dickinson, N. D.; KVOC Casper, Wyo.; KYJC Medford, Ore.; WAJR Morgantown, W. Va.; WBPZ Lock Haven, Pa.

(Continued on page 81)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FINAL GRANTS *FCC Approvals to Holyoke, Palo Alto, Lakeland*

REGIONAL facilities for WHYN Holyoke, Mass., a new daytime station for Palo Alto, Calif., and a new local for Lakeland, Fla., were authorized in final decisions issued by FCC last week. Competing applications were denied in each case.

The Commission also made final its proposal to deny both applications in the Atlantic City 1230 kc case.

The decisions all effectuated proposals handed down by the Commission several months ago:

1. Granted WHYN's application to move from 1400 kc with 250 w to 560 kc with 1 kw directionalized; denied Pynchon Broadcasting Corp.'s bid for the same frequency at Springfield, Mass. [BROADCASTING, July 19, 1948].

2. Granted D & K Broadcasting Co.'s application for a new station at Palo Alto using 1220 kc with 250 w, daytime only; denied Times-Star Publishing Co.'s request for the same channel at Alameda [BROADCASTING, Aug. 30, 1948].

3. Granted Coastal Broadcasting Co.'s bid for 1230 kc with 250 w at Lakeland (when WLOF Orlando moves from 1230 to 950 kc); denied WSIR Winter Haven's application for 1230 kc in lieu of its present 1490 kc with 250 w [BROADCASTING, Sept. 6, 1948].

4. Denied the application of Atlantic City Broadcasting Corp. (for engineering reasons) and Strand Broadcasting Corp. (for default), both seeking 1230 kc with 250 w at Atlantic City [BROADCASTING, Sept. 20, 1948].

In the Massachusetts case FCC gave the grant to the newspaper-identified WHYN *(Transcript-Telegram)* despite the general Commission policy of preferring non-newspaper applicants in competitive hearings. This departure from customary policy, FCC said, is justified by WHYN's record.

Without assigning reasons, Chairman Wayne Coy dissented from his colleagues and voted for Pynchon Broadcasting, a group of Springfield business and professional men headed by James F. Egan. Comrs. Paul A. Walker and George E. Sterling did not participate in the decision.

The Palo Alto grant to D & K Broadcasting was authorized on a 3-to-2 vote, Chairman Coy and Comr. Frieda B. Hennock voting for Abraham and Sara F. Kofman's Times-Star Publishing Co. at Alameda. Comrs. Walker, Rosel H. Hyde and E. M. Webster formed the majority. Comrs. Sterling and Robert F. Jones did not vote.

Ownership of the new-station grantee companies:

Coastal Broadcasting Co., Lakeland—Owned in equal shares by President Robert S. Taylor, dentist and Veterans Administration executive at Gainesville, Fla.; Edmund D. Covington Jr., WHOO Orlando announcer, and Duane F. McConnell, acting chief engineer of WRUF Gainesville and part owner of WLYK Live Oak, Fla. Mr. Taylor will be general and commercial manager; Mr. Covington program director, and Mr. McConnell chief engineer. Mr. Taylor has subscribed for additional stock to give him 50% interest; Messrs. Covington and McConnell will then have 25% each.

D. & K. Broadcasting Co., Palo Alto—Limited partnership composed of Millard Kibbe, general partner, and Donald K. Deming, limited partner. Mr. Kibbe, who has been associated with KTKC Visalia, Calif., will be general manager. Mr. Deming, his cousin, is in the hardware business at Visalia and plans no active part in station affairs.

ALLEN TO SPEAK

At Conference on UNESCO

GEORGE V. ALLEN, Assistant Secretary of State for public affairs, will deliver one of the major addresses at opening of the Second National Conference of UNESCO (United Nations Educational, Scientific and Cultural Organization), to be held in Cleveland March 31-April 2. The conference is under the sponsorship of the U. S. National Commission.

Secretary Allen recently returned from Europe where he headed the American delegation to the international UNESCO Conference at Beirut, Lebanon. Jaime Torres Bodet, newly-elected director general of UNESCO, is scheduled to give the keynote speech. Milton Eisenhower, president of Kansas State College and chairman of the U. S. Commission, will also speak. The sessions will draw delegates from more than 800 national organizations. Official observers from government and international agencies will also attend.

Panels of experts will review the problems and accomplishments of UN and specialized agencies. Delegates in group meetings are expected to discuss how radio and newspapers can be used to further UNESCO's objectives.

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Production

R. W. WASSENBERG, of KPIX (TV) San Francisco sales staff, has been appointed operations manager. **BOB HANSEN** has been appointed AM assistant to KSFO-KPIX program director **KEITH KERBY. GEORGE JANDA** and **HERBERT BRETT** have been appointed TV production assistants; both were formerly with WBKB (TV) Chicago.

MYRON COY, formerly with Intermountain Broadcasting Co. of New Mexico, has been appointed program director of WBYS and WBYS-FM Canton, Ill.

ED. A. CONDIT Jr., formerly with WCAX Burlington, Vt., has joined announcing staff of WMTR Morristown, N. J.

DUANE BOGIE has joined TV department at NBC's Central Division, Chicago, as assistant producer. **ANN LIBBERTON** has joined as script girl.

FRANK MONTELEONE, program director of WMGY Montgomery, Ala., has been appointed program director of WMGY's FM affiliate, WMGY-FM. **LONELLE HUDSON** is FM station's traffic manager, and **DOUGLAS HASSING** is chief announcer.

HAZEL KENYON MARKEL, director of public service, education and public relations at WTOP Washington, has been sworn in as permanent lieutenant commander in the Naval Reserve. Mrs. Markel was director of women's radio for the U. S. Navy during the last war.

BLAINE CORNWELL, formerly of KMOX, KXOK, KXLW St. Louis, has joined WIL St. Louis as conductor of the *Blaine Cornwell Show*. **BILL ARENS**, formerly of KWOS Jefferson City, and KIMO Independence, Mo., has joined station as chief music librarian.

JACK McCORMACK, WGBS Miami announcer, has returned to his post following a leave of absence due to illness.

LAWRENCE N. JONES has been appointed by KRUL Corvallis, Ore., to serve as coordinator for the sales, programming, special events and public relations departments of the station. **KATHLEEN DeSPAIN** has joined KRUL's music and continuity staff.

JULES RIND has been appointed program director of WPEN Philadelphia.

BILL FOX has been appointed day program director at CKNW New Westminster, B. C. **DES McDERMOTT** has been assigned night program post, and **SHEILA HASSELL**, publicity director, has been appointed office manager.

J. D. BOWMAN has joined announcing staff of WLOH Princeton, W. Va., replacing **DON MOYER**, resigned.

BING CROSBY has been appointed chairman of the National Heart Week, Feb. 14-21.

SID WILLING, staff announcer at KWTC Barstow, Calif., has been promoted to assistant program director.

KAY BALFE has resigned as morning announcer on WPGH Pittsburgh. No future plans have been announced.

HELEN M. KORDAY has been promoted to television personnel supervisor of NBC, and **DORIS ANN** appointed placement manager of the network. Miss Korday was formerly NBC employment manager, and Miss Ann was assistant employment manager. Television personnel supervisor is newly created post.

MORT NUSBAUM, m.c. on WHAM Rochester, N. Y., since 1947, has taken over as morning man on that station. He will handle 6:30-9:45 a.m. show, with exception of 15 minute segments at 7, 7:30, and 8 a.m.

JOE ADAMS has joined KFMV (FM) Hollywood as disc m.c. In addition to daily one and one-half hour show on the FM station, Mr. Adams will continue *Mayor of Melody* program on KOWL Santa Monica, Calif.

BILL GAVIN, NBC production man, has been appointed writer-producer on production staff of KNBC San Francisco. He fills vacancy left by **FRED HEGELUND**, recently transferred to NBC Hollywood. For past year and a half Mr. Gavin has had his own one man variety show on KNBC. He has been in radio for more than 20 years, his first program aired in 1929 on KPO San Francisco (now KNBC). He also is well known in Bay Area as organizer and director of male chorus on *Standard Hour Summer Show*, and is national vice president of AFRA.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

250 watt AM and 16,000 watt FM station has position open for local sales manager. Car necessary. Contact William Tedrick, Manager, KWOC & KWOC-FM, Poplar Bluff, Missouri.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Sales manager wanted. Must be experienced and willing to work. State qualifications, references, salary expected. WBET, Brockton, Massachusetts.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. A real opportunity for the right man. Address Box 810, BROADCASTING.

Sales executive position open for experienced men in progressive station in large eastern market. This is a $10,000 a year position and only those with experience in a sales executive capacity need apply. All replies will be strictly confidential. Box 859, BROADCASTING.

Texas station has opening for capable manager with sales ideas. Box 846, BROADCASTING.

Radio salesman who can be our sales manager. Experienced radio salesman with good record to sell and service accounts. A good station in a good but competitive market. Vacation, life insurance plan, harmonious working conditions. Population 50,000 to 100,000, excellent market in progressive North Carolina city. Good climate, schools, colleges, churches. If you like to sell radio and service accounts, answer today. Many men are looking for the opportunity we offer. Tell all about yourself, education, experience, references. Send photo if available. Salary commensurate with ability. Our employees know about this opening so answer with complete confidence. Box 833, BROADCASTING.

Owners of corporation now constructing small station in southwest, need experienced associate to handle the business. Will sell a half interest. Box 901, BROADCASTING.

Salesmen

Salesmen—Two young, alert salesmen wanted by daytime independent in Virginia. $70 weekly draw against 15% commission. One will be promoted to sales manager of station. Write or wire Box 789, BROADCASTING.

Permanent sales position open for time salesman. Independent operation in midwestern market of 25,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter, references and photo. Box 793, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Dominant station in excellent California market wants experienced salesman of high character. For interview contact KITO, San Bernardino.

Help Wanted (Cont'd)

Opportunity for salesman with push and ideas. Texas station. Salary and commission. Tell all. Box 844, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power to 50 kw, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview, write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Wanted: Salesman with some experience for independent station in Massachusetts. Good working and living conditions. Excellent chance for the right man. Box 894, BROADCASTING.

Announcers

To meet with its expansion program a solid 5000 watt fulltime Mutual outlet needs two experienced men. One should have announcing and news experience, the other should have announcing and copywriting experience. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status. We want two permanent men content to settle down in a midwest community of 12,500. No floaters, bottlechasers or boy wonders should apply. Real opportunity for right man. We prefer men from this section of country, but will consider any ambitious young men. Pleasant working conditions with young congenial staff. Write Grover Cobb, KVGB, Great Bend, Kansas.

Announcer for 1000 watt eastern station. No hot-shots or prima donnas. Write Box 863, BROADCASTING.

Immediate opening for combination announcer-engineer. Salary open. Send disc and qualifications to WFLB, Fayetteville, North Carolina.

Announcer who can also run controls. Experienced. Reliable. Ambitious. Working conditions pleasant. Salary plus some talent opportunities. Central New York network affiliate. Immediate opening. Three work-character references required. Personal audition prefered but audition disc and late photo will get full attention. Box 857, BROADCASTING.

Wanted immediately, good, experienced announcer. Must be capable of doing all shows, including disc. Apply in person, WJOC, Jamestown, N. Y.

Wanted — Experienced combination man. Must be good announcer and smooth operator. Not afraid of work. Good pay and conditions. Wonderful climate. No beginners or students. Kilowatt pending. Send disc and qualifications to Roger Spaugh, KOOS, Coos Bay, Oregon.

Announcer-engineer, KVRH in the heart of the Rockies. Need top announcer with 1st class phone. Good pay and hunting, fishing, skiing and sports in most beautiful part of Rockies, Salida, Colorado.

Wanted immediately—General staff announcer and man capable of general staff announcing with possibility of becoming program director at 1000 watt Iowa station. Box 919, BROADCASTING.

Technical

South Texas two hundred fifty watt network station needs staff engineer. Box 856, BROADCASTING.

Transmitter engineer for WTAW, college station, Texas. 1 kilowatt. Contact Frank J. Sosolik.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Chief engineer with construction experience for new AM station central Pennsylvania. Permanent. Chance to grow with aggressive organization. Box 865, BROADCASTING.

Help Wanted (Cont'd)

Wanted, first phone engineer, experienced or otherwise, willing to train for station breaks in afternoon and supplementary announcing. Good operation, good city, $42.50 base, plus overtime, and regular raises. WWGS, Tifton, Georgia.

Wanted immediately, good combination man with first class ticket. WKUL, Cullman, Alabama.

Wanted—radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Engineer with some experience for AM and FM operation. Send photo and full details. M. L. Koerner, WSAM Saginaw, Michigan.

Need two engineers with best references and experienced in studio and transmitter construction. FM and AM construction now under way. Address replies to Chief Engineer, WBUT, Box 271, Butler, Pennsylvania.

Production-Programming, others

Writer wanted by major northern California outlet. Desire person with experience in all phases of program writing and production. Must have enthusiasm for routine continuity assignments, as show production limited. Good opportunity for person with initiative and training. Personal interview required. State all essential facts in first letter. Box 881, BROADCASTING.

Copywriter, man or woman, NBC affiliate central California. Must turn out real selling copy and take responsibility. One man copy department. Write giving full personal and professional background, also starting salary expected. Write Box 872, BROADCASTING.

Writers—Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writing, depending on educational background. Starting salary $4242. Apply to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

Copywriter for Texas station. Tell all with samples. Box 845, BROADCASTING.

Northern New York state station needs experienced girl to handle continuity and traffic, plus some air work. Send details plus continuity samples to Box 848, BROADCASTING.

Continuity writer—If you can write good commercial copy, here is a splendid opportunity in a network station with best chances for advancement. Excellent salary. Box 915, BROADCASTING.

Situations Wanted

Managerial

Available as manager or commercial manager or combination, on short notice. Over fifteen years in commercial radio. Experienced in all phases of operation. Top references. Box 851, BROADCASTING.

Manager, young, exceptional sales and promotion man for small station desiring increased gross and offering best opportunity and compensation. Wife experienced office manager. Box 850, BROADCASTING.

Combination manager and PD for independent or network operation. Box 702, BROADCASTING.

Sales manager—I can sell and I can inspire and lead salesmen to sell. Advertisers I sell stay sold. The tougher the competitive forces, the better my results. Eight years of unequalled radio and agency sales experience proves this. Can't we discuss your problems to determine if I can be of assistance? Box 873, BROADCASTING.

Good right hand, presently employed. Six years top level executive assistant. Young, forceful, effective. One month availability. Box 908, BROADCASTING.

Situations Wanted (Cont'd)

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

First class station manager, now employed, with fourteen years experience in management, sales and programming, desires connection with a good station. Sober and reliable. Box 759, BROADCASTING.

Manager available immediately to take over construction and operation of new station. Over 16 years experience independent and net. Best references from present employer. Box 917, BROADCASTING.

Young enough to have ideas. Old enough to have good sense. Presently employed station manager with ten years of good hard commercial radio under his belt desires change to more amiable progressive circumstances. Box 906, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

General manager—chief engineer combination available with 30 days notice. Well worth contacting. Good promotional and programming ideas, proven in a large, competitive market. Box 890, BROADCASTING.

Experienced man who has been selling radio time since 1932 and is now station manager will take a job as sales manager with well established station in good market. Good references, sober, dependable. Box 918, BROADCASTING.

Salesmen

Experienced salesman with excellent sales and commercial programming record. Highest references. Midwest. Box 878, BROADCASTING.

Salesman, seeking affiliation with station having rural coverage. Have car. East preferred. Box 876, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 847, BROADCASTING.

Announcers

Newsman - announcer, fully experienced, mature, sober, versatile. Seven years news background. Intelligent rewrite. Seeking permanency and good working conditions. Ross Edwards, Hotel Curtis, Cincinnati, Ohio.

Baseball announcer. Wire and live. Veteran, 24, single, college. Some experience. Consider all offers. Box 769, BROADCASTING.

Experienced news editor - announcer. Married, five years experience. College education, will travel. Bob Jordan, 2608 Beverly Drive, Birmingham, Alabama. Phone 2-3081.

Announcer, sports, all phases, 1 year experience play-by-play all sports. Personal interview New York, Chicago vicinity. Disc all others. Ed Silver, 4342 Drexel Blvd., Chicago 15, Ill.

Experienced announcer, news, disc jockey. Sell, write. Plenty of ideas. Box 1011, Twin Falls, Idaho.

Sportscaster, play-by-play all sports, 10 years experience. Both live and wire recreation baseball. Veteran, college, capable disc jockey, news, commercial, MC and adlib. Prefer specialize in sports but will go anywhere, do anything if offer is right. With present employer 2½ years, desirous advancement. Salary plus talent. Jim Shelton, WMOX, Meridian, Miss.

Situations Wanted (Cont'd)

Announcer—over 3 years radio, record shows, news. References, background. Midwest. Available now. Box 880, BROADCASTING.

Experienced CBS affiliate announcer. Can do announcing, remotes, studio shows (Mceeing), disc jockey shows and news. Twenty four years old, veteran, plan to marry soon. Two years of college and eager to learn. If you can use me, write or wire Fred Reece, 623 Clara Ave., St. Louis 12, Missouri.

Good newseditor and newscaster desires job in west or northwest. Experienced 27 year old married vet. Sober, dependable, graduate of leading journalism university. Fine voice, fine references. Disc and details promptly furnished. Write Box 882, BROADCASTING.

Newscaster. Ability to double as program director or assistant manager. Seven years experience. Midwest only. Box 825, BROADCASTING.

Announcer—Now employed, four years' experience, graduate University of North Carolina, married, pre-war English instructor, permanent position with future. South only. Box 828, BROADCASTING.

Announcer, young, married, state university graduate, presently employed midwest CBS affiliate doing newscasting, disc shows, commercials, special events. Will travel. Disc on request. Desires change. Box 869, BROADCASTING.

New York disc jockey seeking permanent position with big metropolitan station. Now employed. 8 years experience. Box 868, BROADCASTING.

Newscaster and announcer currently employed at 5000 watt eastern CBS affiliate in metropolitan market. Full data available. Four years experience. Age 25. Only reason for desiring change is inadequate salary. Box 874, BROADCASTING.

Network experienced announcer. Seven years. Deep, resonant voice, vibrant personality. At present chief announcer 5 kw network station. Top disc jockey midwestern city of one million. Family man. Reliable. Do not drink. $100 minimum plus talent. Box 867, BROADCASTING.

Experienced, versatile chief announcer - program director available immediately, desires position west. Wanna hear my disc? Jerry DeHaan, 3946 Collis. Los Angeles 32, California. Capitol 12322.

Experienced radio personality in Nation's Capital wants morning show in New York City station. Have no connections, have no contacts, just talent. Not a Robbins, not a Block. Unique style, slightly insane. Excellent references from present employer who is aware of this ad. Box 864, BROADCASTING.

Newscaster-announcer. Single, 23, recent graduate state university, radio degree. Announce, news; dee-jay, run panel. Prefer Ohio or western Pennsylvania opening. Short experience. Will work first month free for experience, if living wage guaranteed thereafter. Box 500, Strongsville, Ohio.

Sports announcer. Outstanding Hooper sportscast, play-by-play, nine years. Box 819, BROADCASTING.

Announcer—Want a staff announcer? Young, radio school graduate, good voice. Go anywhere, salary no object. Good news man, adlib, special events. Photo, disc on request. Box 818, BROADCASTING.

Girl newscaster, vibrant clear voice, experienced dramatic shows wants staff position. Prefer Texas. Box 817, BROADCASTING.

All night disc jockey desires deejay-emcee-interview or programming position. Four years experience including announcing, news and acting. Available now. Box 816, BROADCASTING.

Staff announcer currently employed one kw, central New York regional station, desires change. Minimum fifty dollars. Box 815, BROADCASTING.

Announcer, 25, capable all-round staff man, experienced. Middlewest preferred. Box 814, BROADCASTING.

Situations Wanted (Cont'd)

Ambitious newsman desires position on news minded station. Will graduate from Iowa U. in February. Two years experience on 5 kw station newscasting, reporting, rewriting. Normand Schrader, 14 N. Johnson, Iowa City, Iowa.

Experienced young announcer, presently employed, wishes opportunity with progressive station. References. Will travel. Box 831, BROADCASTING.

Announcer, 25, one year experience, 1000 watt station, looking for permanent position. Will travel. Box 830, BROADCASTING.

Available—27 years old. Commerce and law education. 7 years announcing and program experience. Now employed. Will offer top references and a clean record of dependable performance. Box 920, BROADCASTING.

Announcer—Young, ambitious. Musical and radio experience. Willing to travel anywhere for right position. Have disc. Don Keating, 2419 St. Paul Blvd., Rochester 5, New York.

Staff announcer experienced sports play-by-play, prefer east, midwest. Box 835, BROADCASTING.

Announcer—3 years experience college and small stations. Married. Seeks position larger station. Play-by-play sports, control op. Box 841, BROADCASTER.

Capable, experienced announcer. Four years reporter, editor. Staff announcing, disc shows, acting, news and copywriting, newscasting. College graduate. Agreeable personality. Good voice. Will travel. Disc on request Raymond Moore, 208 West Oak, Orrville, Ohio.

Announcer, news editor, fully experienced. Versatile, solid, intelligent rewrite. Seeking permanency. Hank Williams, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Capable announcer, experienced all phases. John Dalton, 4953 Whipple St., Chicago, Illinois. Phone Irving 8-7763.

Announcer desires permanent position. Two years experience. Bob Stanley, 4838 Sacramento, Chicago 25, Illinois. Phone Jupiter 8-5744.

Thoroughly experienced high caliber announcer with excellent delivery on commercials that sell. Excellent sponsor-management references. Personality jockey shows. Authoritative newscaster. Top rating. Excellent production, programming. Box 862, BROADCASTING.

Hillbilly disc jockey, knows business, musical background, selling style, 2 years experience. Desires job in large, progressive station. Presently employed. Box 813, BROADCASTING.

Whoa! Right here! I'm your man. Absolutely tops in sports, news, commercials and special shows. Am presently employed with network affiliate. Believe me sir, I got it. Box 811, BROADCASTING.

Newsman, University of Wisconsin journalism graduate, 24, married. Reporting experience. Box 808, BROADCASTING.

Eight year disc jockey seeking permanent show with station in big city which wants a saleable rating. Box 804, BROADCASTING.

Young announcer, 2 years experience all phases of radio. Presently employed, but desire change to an outfit with an eye for radio rather than intrigue. Available for in-person interview in New York and vicinity. Box 913, BROADCASTING.

Short but varied announcing experience. Want better opportunity in east or Florida. Must include deejaying. College education, excellent reference. Write for details. Box 927, BROADCASTING.

Situations Wanted (Cont'd)

Here we go again. Tried twice recently, but no soap. So I'll be a sport and make this number 3. One year experience as announcer-operator (no first class ticket) with 250 watter. Will travel. Know some music and have scripted various disc shows. Would like to apprentice in directing or producing besides announcing chores. Available immediately if not sooner. Peter Lewicki, 4812 S. Avers Ave., Chicago 32, Ill.

Experienced announcer. Good voice quality plus consistency. Seeking permanency. Emphasis on news, remotes, jockey. Michael Fidler, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Just a second! Announcer—2 years experience, good voice, single, 24, can operate console. Excellent references, prefer midwest, but will travel. Box 914, BROADCASTING.

Sports announcer, play-by-play all major sports. Direct or ticker. Eight years experience. Will go anywhere for right deal. Box 926, BROADCASTING.

Most interesting voice I know of. Single, entertain, radio acting experience. Outstanding appearance and personality. Will accept reasonable offer. Dan Callahan, 1366 Flatbush Avenue, Brooklyn, N. Y.

Announcer, good commercial man, presently employed. Experience all phases. Dramatic training, very interested in TV both announcing and acting. Want to settle permanently midwest. Box 895, BROADCASTING.

No floater—Don't want station about to sink. Experienced. Previously chief announcer two stations. Prefer east. Minimum $65.00 plus talent. Best references. Box 887, BROADCASTING.

Sports director. Idea man. Proven shows. Play-by-play. Box 900, BROADCASTING.

Staff announcer, 26, single, vet. Graduate leading radio school, Radio City. Will travel. Disc available. Box 910, BROADCASTING.

Staff announcer, veteran. Graduate leading radio school, Radio City. Practical knowledge all broadcast phases plus college background. Single. Will travel. Disc available. Box 911, BROADCASTING.

Experienced newscaster, editor, with fine quality voice, deep, authoritative, yet friendly. Solid, well-rounded newspaper experience. Can write and deliver straight news and human interest features as they should be written and delivered—with the smooth punch and proper emphasis that creates interest and commands attention. Good diction and pronunciation. Knows what he's talking about and sounds it (not as run-of-mill detached announcer). Distinctive style and tone. Swapped newspaper reporting for newsscript writing on metropolitan stations. Then, to gain mike experience changed to small station as news editor-newscaster. Has now advanced to present employment in similar position on paper-owned station in medium city. College degree, one child, Merchant Marine, good appearance and personality. Responsible, non-drinker, cooperative disposition. Highest references from all employers. Desires to move ahead to large station, writing and delivering own news. No announcing, but will handle own commercials, if desired. Please state salary, talent fees and news schedule. Will arrange personal interview and audition if possible, otherwise will send complete resume and disc. Box 886, BROADCASTING.

Thoroughly experienced, capable announcer wants staff position. Two years experience all phases: production, continuity, DJ, handle board. College. Will travel. Disc, photo, Norman Wain, 1009 Foster Ave., Brooklyn 30, N. Y.

Newsman, pleasing voice, good delivery. University graduate. 14 months experience with midwest station. Would like a position in a progressive station that appreciates value of news. Experienced in play-by-play basketball. Can gather, edit and write local news. Box 893, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-producer, currently enjoying lengthy stay in present position. There is no rush. Want privilege of doubling in agency and television work during off time. Have handled large audiences for years as quizmaster, variety show emcee. Experience includes narration for radio and picture sound tracks, sportscasting play-by-play and deejay shows. Will be glad to send tailored recording in answer to letter setting forth details of opening. Box 904, BROADCASTING.

Experienced announcer, disc jockey. Dependable—steady. Available immediately. Desire west or midwest. Bob Douglas, 745 East Foothill Blvd, Altadena, California.

Chief announcer with first class phone license. Six years experience. Changing jobs, due to housing conditions. East of Mississippi preferred. Box 903, BROADCASTING.

Announcer, excellent voice, well-trained all phases. Anxious for start in radio. Box 898, BROADCASTING.

Technical

Engineer—8 years all phases of radio, married, 1st class license. Wish permanent position with established 1 or 5 kw network affiliate. Reference. Box 861, BROADCASTING.

Thoroughly experienced engineer available soon for either chief's job or operating in a large station. Box 809, BROADCASTING.

Broadcast engineer, married, veteran. Experienced all phases. Chief engineer major network stations. AM-FM directional experience. Desire position in east. All offers considered and answered. Box 796, BROADCASTING.

Engineer, first class experience 5 kw. Desire Florida climate. Box 877, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Available immediately. Box 866, BROADCASTING.

Engineer, first phone. 3½ years ship and shore radio station Coast Guard. Graduate communication school. Active ham radio. No broadcast experience. Box 875, BROADCASTING.

Chief engineer, presently employed, desires change to progressive metropolitan station. Twenty years engineering experience includes all phases AM, FM and directional antenna installation, operation, and maintenance. Box 792, BROADCASTING.

1st phone, transmitter and console experience fourteen months, age 28, have car. Sober, conscientious, will travel. Box 765, BROADCASTING.

Chief engineer, IRE man, extensive experience in supervision and operation of all phases of broadcast and communications engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class welcomed provided it is a progressive, well-equipped station. Best references. I. Q. 153. Available now, but could wait for CP, etc., if necessary. Please, all details in first letter including rough estimate of present and/or contemplated equipment valuation, also proposed salary. All inquiries answered and held confidential. Box 760, BROADCASTING.

Engineer—Ten years experience. First phone. Institutional radio training CREI and RCA. Family man, good references. Desire connection with progressive station in New Mexico, Arizona, Nevada, southern California. State salary. James A. Arthur, 2632 Bard Avenue, St. Albans, W. Va.

Engineer, first phone, married veteran, 26. Four years radio and electronics experience, 20 months broadcasting. Desires location in southwest. Box 748, BROADCASTING.

Chief engineer. Desire position with 1000 watt or top 250 watter. Will make another installation. Write or wire John Blackwell, Williston, Tenn.

Chief engineer, twelve years experience in operation and installation. Last two years as chief. Age 39, married, no children. Excellent references. Box 896, BROADCASTING.

Engineer—first phone, no broadcast experience. 8 years ham, 2 years college, radio school graduate, flight op. AAF, desire position in New York, New Jersey, Pennsylvania, New England. Box 912, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

Experienced kilowatt to 200 kilowatt. Excellent on all phases of construction. Presently chief or kilowatt. Seeking station with future. Box 891, BROADCASTING.

Chief engineer: Now employed in Florida desires change in this area. 15 years experience, AM, FM, Fax, new station construction, etc., excellent combination, manufacturing supervision. Best references, proven ability. Box 889, BROADCASTING.

Production-Programming, others

Program director — Experience, highly successful record, reputedly pleasing personality, ability to handle personnel, looking for a real opportunity for professional and financial advancement. Can program for sales, build listening audience. Top quality anouncing voice, news, remotes, record shows, own singing show. Minimum salary requirements $400 per month. Details, references, disc on request. Box 787, BROADCASTING.

Continuity writer. Single. reliable, hardworking. Modest requirements. Have 32½ synonyms "gorgeous." Go anywhere. Box 797, BROADCASTING.

"Damn," said the Duchess. "I want that 25 year old college graduate with BS degree in advertising to handle my public relations, and promotion (announcing too). Combination of new ideas and experience in both newspaper and radio work can't be beat." Box 879, BROADCASTING.

If you're play-by-playing beaucoup organized baseball, here's an employed, experienced sports editor, copywriter, announcer. Detailed writing, casting knowledge all sports. Box 754, BROADCASTING.

Newsman, 25, now employed regional station, journalism graduate, experience in reporting, newscasting, editing. Desires radio news job. Hardworking, married. Available two weeks notice. Disc etc. on request. Box 883, BROADCASTING.

Sports, color and special events two-man team. Plenty experience and education. Four years play-by-play conference athletics. All sports, any special event. Available March 15. Box 842, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

News, records, continuity, special events, all phases sports and play-by-play. Experienced, capable, dependable. Married, son five. Any locality. Box 885, BROADCASTING.

Nothing succeeds like success! Program director with managerial experience, successful rural and metropolitan station background (9 years) will be available February 1st. Excellent references from past employers. Write Box 888, BROADCASTING.

Experienced radio prog. dir., producer, announcer, studied television directing with NY director. Desires position as television director or assistant producer. College graduate. Photo, resume on request. Box 907, BROADCASTING.

1st class copywriter, some experience announcing, newscasting, disc jockey, control board, seeks position primarily writing with some mike work also. Excellent diction, pleasing voice, college graduate, 27, single. Will travel 150 miles. Jack O'Malley, 90-17 107 St., Richmond Hill 18, N. Y.

Writer, 18, wants start. Selling punch. Low salary. Box 916, BROADCASTING.

Writer: Live sales-getting copy, comedy, drama, musica's, news, prod. asst. Programming, directing, experienced. American Theatre Wing graduate. Excellent references. Box 899, BROADCASTING.

News editor, sports editor. At present with one kw southwestern independent. Would like location in Ohio, Indiana or Illinois. Audition disc and other particulars on request. Box 902, BROADCASTING.

Program director-producer available. 4 years independent station experience. Last 4 years on NBC's famous cigarette program. Seeks progressive radio or television station. Box 897, BROADCASTING.

For Sale

Equipment

Magnecorder wire recorder, model SD-1, frequency response within 2 DB from 50 to 10,000 cycles. 32 minute playback time. Now being used to record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire, spare belt and instruction book included. WTAG, Worcester 1, Mass.

New latest model **FM** transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months, WPIK, Alexandria, Virginia.

Available for immediate delivery. Three each Blaw-Knox towers type SGN, height 400 feet. Brand new galvanized complete with insulators and lighting equipment. Properly warehoused. Intended for AM series FED but may be used to support FM or TV antennas if proportionately shortened. Inquire Box 871 BROADCASTING. Reasonably priced.

Complete A3 tower lighting equipment including Crouse Hinds flasher beacon and flasher, $375.00. WGCM, Gulfport, Mississippi.

Practically new portable 540 type Fairchild recording amplifier complete with equalizer. 539 type recorder with improved 542 PL pick up cartridges. One high fidelity dynamic Fairchild cutter head, complete with two carrying cases —one for amplifier and one for recorder, 30% off list price. Box 854, BROADCASTING.

For sale: RCA type WX-2A field intensity meter, perfect condition $500. New General Radio type 916A bridge $400. Two new RCA type 44BX mikes $80 each. Box 849, BROADCASTING.

For Sale: RCA 69-C distortion meter, 68-B audio oscillator, condition new $550 for both. Box 852, BROADCASTING.

4 RCA 9AJX rack cabinets (almost identical present 9AX selling for $165). $90 each. WIP, Philadelphia.

Gates 25-A frequency control unit, brand new, never used, complete with Bliley oven, 1400 kc crystal. Make offer. KUGN, Eugene, Oregon.

Raytheon model RA1000 transmitter, RLIO limiting amplifier, RMIO monitoring amplifier, RCII speech input console, RRIO remote amplifiers, complete Presto model C2 portable recorder with dual turntables, recording amplifier, playback, etc. Will sell in part or as a lot. All equipment used about one year and in excellent shape. Write for price list. Gates Radio Company, Quincy, Illinois. Telephones: Quincy, Illinois, 522· Washington, D. C., Metropolitan 0522.

Western Electric 443-A-1, 1 kw transmitter used seven months, crated ready to ship. Also WE 6-B modified. Make offer to Evans, KNEW, Spokane, Washington.

Wanted to Buy

Wanted: Good used transcribed Christmas shows that can be sold for Christmas 1949. Box 843, BROADCASTING.

Miscellaneous

For personnel — for jobs. National Radio Employment Agency, 6636 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

WANTED

Manager to operate a radio station and to invest $15,000.00, which will buy 33 1/3% of issued preferred stock earning 6% dividends cumulative. Manager will receive 40% of the profits.

Construction practically completed. Daytime assignment. 1000 watts in the middle of the dial. No other station covering complete market. Absentee ownership of remainder of stock. This affords an excellent opportunity for your own business.

Write full particulars and refences in first letter. Matter will be kept confidential.

BOX 837,
BROADCASTING

Production-Programming, others

NEWS DIRECTOR
WANTED

Aggressive news director to take charge of livewire news operation. Five years minimum previous experience; newspaper background or journalism training essential. Must be topflight newscaster, thoroughly experienced in reporting. Editing local and wire news; able to supervise work of others. Salary commensurate with ability; give previous experience and salaries, salary expected; attach snapshot; forward current audition disc.

WAKR
Akron, Ohio

Situations Wanted

Managerial

Experienced station executive with highly successful record is interested in acquiring ownership or ownership-interest with established network affiliated station. Willing to consider management with contingent provision for acquisition of interest based on performance record.

Box 740, BROADCASTING

Announcer

CAN I HELP YOU?

Widely experienced man seeks position progressive station major market. ALL types announcing, sports, some program and TV MC. Knowledge production direction TV. Work any department, know how. Reference former employers. Married—college. Ability start top or bottom.

BOX 860, BROADCASTING

Production-Programming, others

ATTENTION DENVER AREA

TV director of NYC advertising agency ready to move midwest by order of doctor. Background includes announcing, acting, direction-production and narration. Available in any phase at minimum of 7500 per year. Write

BOX 884, BROADCASTING

TOP TWO-MAN WRITING COMBO

College grads, aggregate 7 years 4A agency, radio, newspaper. We do copy, script, news, sports, promotion, announcing. For right offer we'll relocate anywhere. ABBE, 72-22 67th St., Glendale, N. Y.

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Station

FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 90% complete. All equipment on hand. Ultra modern studios and transmitter located in one building on country estate, beautifully landscaped. Ultra modern sales offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING

Equipment

For sale—Two channel recording installation. Four Presto 6N turntables in floor cabinets, 1D cutting heads. Complete rack 88A amplifiers, automatic equalization. Two Rek-O-Kut transcription tables. Pickering pickups. The works—all or part. Good buys. Dynamic Recording Studios, 37 W. 57th St., New York 19.

Miscellaneous

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(Continued on next page)

PROPOSED GRANTS

FCC Announces Four For AMs

FIRST standard stations for Lockport, N. Y., Levelland, Tex., Alexandria, Minn., and Beatrice, Nebr., were anticipated by FCC in proposed decisions handed down last week.

The Commission also proposed to grant the application of KOSA ★ Odessa, Tex. to move from 1450 kc with 250 w to the 1230 kc, 250 w assignment vacated by KCRS Midland when it switched to 550 kc.

The four decisions proposed:

1. **To grant Lockport Union-Sun & Journal Inc.'s application for 1340 kc with 250 w at Lockport; deny those of Niagara Broadcasting System and Great Lakes System Inc., seeking same facilities at Niagara Falls and Buffalo, respectively.**

2. **To grant Herald Broadcasting Co.'s application for 1230 kc with 250 w at Levelland and KOSA's bid for the same frequency at Odessa; deny competing 1230 kc applications of KBST Big Spring, Tex., KWEW Hobbs, N.M., and two Amarillo new-station applicants, Panhandle Broadcasting Corp. and Voice of Amarillo.**

3. **To grant Alexandria Broadcasting Corp.'s application for 1490 kc with 250 w at Alexandria, Minn.; deny that of Alexandria Radio Corp.**

4. **To grant the application of Blue Valley Broadcasting Co. for 1450 kc with 250 w at Beatrice, Nebr. (when KVAK Atchison, Kans., moves from 1450 to 1470 kc); deny that of Beatrice Broadcasting Co.**

In both the Lockport and the Texas decisions, FCC proposed to award the grant to the community without an existing AM station, on the basis of the equitable-distribution provisions of the Communications Act. In the Texas case the Commission also ruled that KOSA could operate on 1230 kc simultaneously with the proposed station at Levelland. Having chosen Levelland for reasons of equitable distribution, FCC did not pass upon "discrepancies" it found in Panhandle Broadcasting's presentation.

Between the two Minnesota applicants, FCC preferred Alexandria Broadcasting on grounds that it offers a greater degree of local ownership and of integration of ownership and operation; that its staffing plans are more adequate, and that it "gives greater assurance of its ability to carry to execution the program proposals and representations which it has made."

The Commission held, however, that the rule banning duopoly should not stand in the way of a grant to the other applicant, Alexandria Radio Corp. The question arose out of a 12½% interest held by President Roger L. Dell, who also owns 33⅓% of KGDE Fergus Falls, 50 miles away. FCC held that no common ownership is apparent and that there would be no overlap of the nighttime or of the 2 mv/m daytime service areas of KGDE and the proposed Alexandria Radio Corp. station.

Comr. Robert F. Jones dissented from his colleagues' preference for Alexandria Broadcasting and voted for Alexandria Radio.

In the Beatrice case FCC concluded that the grant should go to Blue Valley for several reasons including its lack of connection, "direct or indirect," with local newspapers. Other reasons: That the station "will have a greater degree of integration of ownership, management and control, has been diligent in the prosecution of its application, and has arranged for qualified personnel. . . ."

Ownership of the proposed new-station grantees:

Lockport Union-Sun & Journal Inc.—FM permittee (WUSJ), headed by Egbert D. Corson and controlled by himself, his wife Katharine, and his sister Marjorie C. Kemble. Peter Corson, his son, manages WUSJ and would manage the proposed AM station. Carl Raymond, who has had broadcast experience at several stations, would be assistant station manager and program director. Company publishes the Union Sun and Journal.

Blue Valley Broadcasting Co. — Headed and controlled by John F. Thorwald, a pioneer Southwest broadcaster, who has 60%. Other stockholders: William V. Davis, Beatrice real estate man, 12.5%; Samuel W. Engle, chief engineer of KHBR Hillsboro, Tex., and Frederick W. Carstens, attorney, 2.5% each, and the following local business and professional men with 3.75% each: Merle G. Jones, Marion I. Norton, Thomas E. Adams, Marion E. Dole, Joseph D. Goldberg, and Forrest E. Wilke.

Herald Broadcasting Co.—Owned by Forrest Weimhold, owner and publisher of the weekly *Hockley County Herald* and *Sun News*, published in Levelland, and the weekly *Morton* (Tex.) *Tribune*.

Alexandria Broadcasting Corp. — Owned by seven stockholders, headed by R. Castle Brown, director of American Institute of the Air, a radio school in Minneapolis. Five veterans organized the applicant company: Everette Q. Walters, who has 21.5%; Wayne L. Moody, 8.6%; Henry T. McNamee, 5.3%; Kenneth C. Bechtel, 10.8%, and Robert R. Hildreth Jr., 10.8%. Remaining stock interest is held (21.5% each) by President Brown and Kenneth A. Tessmer, U. of Minnesota student.

Ownership of the new-station applicants which were given proposed denials:

Niagara Broadcasting System is owned by Gordon P. Brown, licensee of WSAY Rochester. Great Lakes System Inc. is owned in equal shares by Philip Amigone, operator of restaurants in Buffalo, and six employes of Buffalo stations: John R. Gelzer, John H. Lascelles, Robert A. Sherry, John Gillooly, Robert Glacy and Robert B. Snyder.

Panhandle Broadcasting Corp., Amarillo, is headed by Grady Hazelwood, attorney, who has 25% interest. Other stockholders: Bill Southworth, motor company manager, 44%; John Hazelwood, attorney, 11%, and W. H. Dwight, who has had radio experience and would be general manager, 20%. Voice of Amarillo, the other Amarillo applicant, is a partnership of Jim Golding (60%) and Ben H. Guill (40%), businessmen.

Alexandria Radio Corp. is owned by eight business and professional men headed by Roger L. Dell, attorney and president of KGDE Fergus Falls.

Beatrice Broadcasting Co.—President Herbert T. Weston Jr. and Jefferson B. Weston, brothers and businessmen, own about 42.86% each, and Bernard H. Rothenberger, editor of the *Beatrice Times* (owned by the Weston's mother), has about 14.28%.

RCA TV Clinic

MORE than 75 station engineers from the U. S. and Canada attended a television clinic conducted by the RCA Engineering Products Dept. Jan. 17-21 at Camden, N. J. Purpose of the clinic, sixth in a series, was to acquaint the engineers with the design, operation and maintenance of the latest television equipment. In addition to the courses and demonstrations, clinic included tours of the RCA Victor plant in Camden, the RCA laboratories at Princeton, N. J., and three RCA-equipped TV stations, WFIL-TV, WPTZ and WCAU-TV, all in Philadelphia.

Sale Tale

THE WHIRLING DERVISH had nothing on Marion, Ohio, . . . at least not after the Shellhorn Music Store turned to radio to sell drum major batons. Within 24 hours after the company's first announcement on WMRN Marion, the store had reportedly sold over 200 of the batons. With a one-a-day schedule during the three weeks before Christmas, Gene Shellhorn, owner of the store, said he had trouble keeping them in stock. Clark Dozer, WMRN commercial manager, denies having used one of the batons to close the announcement contract, but admits that "Mr. Shellhorn will be a regular advertiser in 1949."

KARO(TV) ASKS STA

Has CP But No Channel

KARO (TV) Riverside, Calif., the station with a construction permit but no frequency, has requested special temporary authorization from FCC to use Channel 6 (82-88 mc) at its auxiliary studio in San Bernardino, Calif.

Station is owned by Broadcasting Corp. of America, licensee of KPRO Riverside, KROP Brawley, KREO Indio and KUCB Blythe, Calif. KARO (TV) received its CP in December 1946 for Channel 1 (44-50 mc). The channel since has been reallocated to fixed and mobile services. In March 1948 the station filed for modification of its CP to request Channel 13 (210-216 mc), assigned to KLAC-TV Los Angeles. No hearing on the request has been set by the Commission.

KARO (TV) also seeks to move its main studio site to Los Angeles and to make Riverside the location of another auxiliary studio. In its STA request, station stated it could begin operations on Channel 6 by 30 days after grant. The request was filed by P. W. Seward, Washington radio attorney.

TO COMMEMORATE opening of Washington's newest TV station, WOIC, the *Washington Post* included a separate section in its Jan. 19 edition devoted to news of television and WOIC. Station took air Jan. 16.

Miscellaneous (Cont'd)

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited — immediate action.*

Mutual Radio Features
211 N. Allen St.
Albany, N. Y.

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

List with Us to Buy or Sell a Radio Station
Prompt, confidential service
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BROADCASTING

Southern

Fulltime profitable network outlet in ideal one station market.

$100,000.00

West Coast

Fulltime profitable independent in a major market.

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YEARBOOK Special

NABET VOTE

ABC, NBC Choose Union Shop

MEMBERS of NABET at both NBC and ABC overwhelmingly voted for a union shop in an NLRB election, an accounting of nationwide balloting showed last week.

NBC engineers and technicians voted 473 for and 6 against the union shop. ABC engineers, technicians, transmission coordinators and communications operators voted 202 to 3 for the union shop.

The union will bargain for a union shop when it begins renewal negotiations with the two networks on contracts expiring May 1.

To make a union shop enforceable under the Taft-Hartley Law, an authorizing election is necessary. At present NABET has a modified closed shop, which the T-H law makes illegal. Should the T-H law be repealed, it is known that the union will again seek a closed shop.

Actual question voted on was:

"Do you wish to authorize the union, which is your present collective bargaining representative, to enter into an agreement with your employer, which requires membership in the union as a condition of your continued employment?"

Voting took place during the week of Jan. 3. NBC members voted in New York, Cleveland, Denver, Washington, Chicago, Hollywood, and San Francisco. ABC members balloted in New York, Chicago, Hollywood, and San Francisco. Nathan Cohen, NLRB field examiner in New York, supervised the election. At the ballot opening in New York Jan. 15, NBC was represented by C. V. S. Knox, personnel department; ABC by Fred Lynch, personnel, and NABET by Clarence Westover, executive-secretary, and Harry E. Hiller, secretary-treasurer.

Voting summary: NBC — 593 eligible, 473 yes, 6 no, 83 challenged; ABC—270 eligible, 202 yes, 3 no, 28 challenged, 2 void.

WFIL TV, FM

New Tower, Transmitter

ROGER W. CLIPP, general manager of *The Philadelphia Inquirer* radio and television stations, announces new transmitter and antenna facilities, combining the latest broadcasting developments, soon will be constructed by WFIL-TV and WFIL-FM in the Roxborough section of the city, 7½ miles from the business center.

The tower and antenna, rising 916 feet above sea level, will enable both the video station and the frequency modulation station to serve a far greater population area than is reached at the moment by either station.

The guyed steel tower will carry a five-section, super-turnstile TV-FM antenna. By the increased elevation, WFIL-TV power will be increased for both its visual and aural output. Not only will the station's range be increased, but also the intensity of its signal.

MARK WOODS

Chairman of Heart PR

ABC President Mark Woods has been named chairman of the public relations committee in the forthcoming American Heart Assn. Drive, Harold E. Stassen, chairman of the 1949 Heart campaign, announced.

The $5 million goal campaign will be conducted from Feb. 7 to 28 to support the association's program of research, education and community service.

The Public Relations Committee to be associated with Mr. Woods includes Dr. Frank Stanton, president, CBS; Niles Trammell, president, NBC; Edgar Kobak, president, MBS; Thomas D. A. Brophy, president, Kenyon & Eckhardt; Gardner Cowles, publisher, *Look Magazine*; B. C. Duffy, president, BBDO; Don Francisco, vice president, J. Walter Thompson; Sam Fuson, vice president, Kudner Agency; James Linen, publisher, *Time*; Charles Luckman, president, Lever Brothers; Sylvester L. Weaver Jr., vice president, Young & Rubicam, and Raymond Rubicam, publicist. All but Lever Bros., which is in Cambridge, Mass., are New York firms.

Feature

(Continued from page 12)

caves, ideal for atomic bomb protection. The caves were used by Mohawk Indians in their wars along the Mohawk Valley.

The parcels are on an escarpment with a sheer cliff, from 600 to 800 feet high, overlooking the valley and giving a clear view on a good day of the Green Mountains of Vermont, the White Mountains of New Hampshire, the Berkshires of Massachusetts and the Adirondacks of New York .

This summer, WPTR expects to hold a convention of Patroons, taking them to races at Saratoga. Next winter New York State is expected to build two ski tracks and a lodge in the vicinity.

On All Accounts

(Continued from page 12)

it, and conducted a two-week search through Rochester for him that led to Al's first paying job, as his assistant, at $85 a week—a salary that forced him to sacrifice the previous Westinghouse offer.

After nine months' assisting Mr. Sidney at the Aldine, he transferred with him to New York to assist on production of shows at the Capitol Theatre, where he remained for the next five years.

In 1930 he left Loew's for Warner Bros. to assist Spyros Skouras in production of shows at the new Mastbaum Theatre and Earle Theatre in Philadelphia. After five years with them, he returned to New York with Mr. Skouras who had left the Warner Bros. chain to form with his brother, Skouras Bros.

It was at this point in his career, after three years with the Skouras Bros., that Al got fed up with the snow and ice in New York, got into his car and headed for California.

Following his six months' cable-carrying career at Goldwyn, he joined the newly organized motion picture production company, Grand National Picture Co., as studio manager. His career there ended abruptly after 14 months, when the firm—and Al disclaims any influence on his part — lunged into bankruptcy.

His next job was assistant to Mr. Sidney on the *Good News* package.

In 1946 he married the former Betty Turell. And homemaking gave him the opportunity to put his engineering experience to good use. For he, with the help of his wife, built every piece of wooden furniture in their Westwood home.

In fact their property boasts an adjoining work shed that contains lathes, drill presses, and every kind of tool handy for new projects and general repairing. This almost full-time hobby precludes any other hobbies, although he does confess to a weakness for playing the piano, and he does it well.

Organizationally, he is a Mason —to the 32nd degree.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

WMFI'S PLAN

Stock Is Offered to Public

PLAN to solicit extensive public support of WMFI (FM) Memphis, Tenn., Class B outlet, is reported in transfer application filed by the station with FCC.

Fanny B. Wilson, permittee, proposes to assign WMFI's construction permit to WMFI Broadcasting Co., new firm in which she and members of her family will be owners of the major portion of voting stock. Some voting stock and substantial portion of non-voting preferred stock is being offered for public sale.

Consideration for the assignment is cost of investment by Miss Wilson to date, $10,400, which is paid in stock to her and to children of her brother, York L. Wilson. Mr. Wilson, Washington business consultant and holder of other FM interests, is president and treasurer of the new firm but holds no stock. Miss Wilson, vice president and secretary, is attorney in the claims division of Justice Dept., Washington.

WMFI was granted conditionally by FCC in June 1947 and a construction permit was issued in March 1948 which bore an expiration date of Nov. 24, 1948. Request for modification of permit, seeking extension of completion date to June 1, was filed Nov. 2 but no action has been taken by the Commission. The CP covers Channel 282 (104.3 mc) with effective radiated power of 15.3 kw.

According to a stock prospectus dated Dec. 1, 1948, attached to the application, the proceeds of the stock sale will be used "to complete the construction and for equipment of WMFI, to put the station on the air, and for general corporate expenses."

WMFI Broadcasting Co. was incorporated in May 1948, the transfer application said. Firm has authorized 25,000 shares of Class A common stock, $2 par, and 175,000 shares Class B non-voting preferred stock, $2 par. Miss Wilson holds 2,700 shares of the Class A stock (98.77%) and has subscribed to an additional 5,300 shares Class A. York L. Wilson Jr. and Alexander Long Wilson, law students at U. of South Carolina, each is director of firm and owner of 40 shares Class A and 960 shares Class B stock. Arrah Minerva Wilson, attorney in Charlottesville, Va., is owner of 20 shares Class A and 480 shares Class B stock.

The stock prospectus stated that 6,000 shares Class A and 100,000 shares Class B stock are being offered to the public at $2.67 per share. It said most of this offer is being handled by salesmen of the firm but some would be available through dealers. Selling cost is limited to 57¢ per share.

The prospectus further stated that "the offering is not underwritten" and because "these securities are believed to be exempt from registration, they have not been registered with the Securities and Exchange Commission."

Estimated cost of construction of the station was given as $42,300 by the application and the estimated cost for first year of operation was cited as $4,500. First year's expected revenue was given as $5,000. WMFI Broadcasting Co.'s existing capital was reported as $506.54 with new capital given at $10,000. Miss Wilson has extended credit to the firm in the amount of $33,800.

Uses Senate Report

It was pointed out in the prospectus that "radio broadcasting is now big business" and from its inception in 1922, radio has grown to "second place in dollar volume of expenditures by advertisers in recent years." To explain the system and method of FM broadcasting, the prospectus quoted the April 10, 1946, report on "Small Business Opportunities in FM Broadcasting" of the Special Senate Committee to Study Problems of American Small Businesses [BROADCASTING, April 15, 1946].

The prospectus quoted portions of this report which said that "statistics show also that the profits in the radio field are unusually high in proportion to cost of plant" and which offered as support percentage figures of profit and cost of plant. This data was from FCC for 1944 income in the industry.

Mr. Wilson's other broadcast interests include two-thirds interests in Cinnco Broadcasting Co., owner of WOYO (FM) Cincinnati, and Southern Broadcasters Inc., owner of WRUM (FM) Richmond, Va. The latter has television application pending. Mr. Wilson also is 64% owner of Tropical Broadcasting Co., owner of WFYE Miami.

Class B conditional grants for WOYO and WFYE were issued in August 1947. No CPs have been issued. Class B conditional grant for WRUM was issued in February of that year. WRUM's CP was granted in November 1947 and expired Aug. 4, 1948. Petition for reinstatement was filed Aug. 12 but no action has yet been taken by the Commission.

Allied Arts

MARVIN DRAGER, partner in firm of Wayne Varnum Assoc., New York, has purchased interest of **WAYNE VARNUM**. He will continue to service all accounts under name of Marvin Drager, Public Relations, from same offices at 424 Madison Ave., where he will retain same staff. Mr. Varnum withdrew from firm because of illness.

RALPH M. DARRIN has been elected a commercial vice president of General Electric Co., Schenectady, N. Y. He will handle customer relations in company's New England territory, with headquarters in Boston. Mr. Darrin was formerly manager of Apparatus Dept.'s Central Station Division in Schenectady.

KELLOGG Co., Battle Creek, Mich., has purchased new National Nielsen Radio Index from the A. C. Nielsen Co., Chicago, for minimum two-year period. Service provides firm with non-network ratings, television reports, NRI special research and consumer index on ready-to-eat cereals.

Television

JOEL MURCOTT, freelance radio and screen writer, will join Bruce Eels & Assoc., Hollywood, effective Feb. 1, as vice president in charge of production. **C. O. LANGLOIS**, president of Lang-Worth Feature Programs, New York, has been elected to board of directors of Eels organization.

JOHN SUTHERLAND Productions, Los Angeles, movie producers, will make films for television use. **HERBERT BAYARD SWOPE Jr.** has been appointed an officer in firm and New York manager. Mr. Swope formerly had his own video producing firm, and before that was chief TV program director for CBS.

Equipment

HALLOCK B. HOFFMAN has joined William V. Stancil Co., Hollywood, magnetic tape recording manufacturer, as vice president and secretary. New firm lists **WILLIAM V. STANCIL** as president-treasurer, and **ROBERT PARKER Jr.**, Pasadena, Calif, attorney, as third member of the board.

SCHWERIN RESEARCH Corp., New York, has opened offices in Chicago's Tribune Tower with **JACK FARNELL** in charge.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

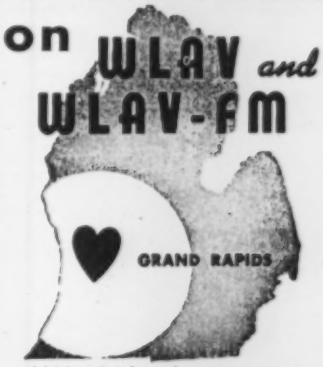
KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

IT'S A GREAT DAY on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.

AM ABC for Grand Rapids WLAV FM
Power Plus Perfection

...NED • LEADERSHIP IS EARNED • LEADERSI

Marketing Men who know Central New York Spell "Syracuse" with a "W"

Like this-

WSYR ACUSE

570 kc—5000 watts

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

News

BILL TERRY, formerly with Fort Industry Co.'s WAGA Atlanta, Ga., has joined company's affiliate, WGBS Miami, as news editor and special events director.

FRANK C. BALMERT Jr., WPAY Portsmouth, Ohio, newscaster, has been appointed news editor. Other staff promotions include: **JOSEPH HOLBROOK**, announcer, as sports editor and announcer **ROY VASTINE** as farm editor.

Mr. Balmert

DEAN MONTGOMERY, news editor at KELO Sioux Falls, S. D., is the father of a girl, Meridith Anne.

GUY LeBOW, WPIX (TV) New York sports commentator, has been appointed television sports director of Greater New York for the National Foundation of Infantile Paralysis.

KEN GAPEN, assistant director of radio and television information, U. S. Dept .of Agriculture, is currently on three-week tour of southern states. While in Texas he will visit a number of radio training schools and take part in TV discussions. He is also visiting radio farm directors along route. Mr. Gapen expects to return to Washington Feb. 5.

TED JACKSON, formerly with network and local newsrooms, has joined Tobacco Network, North Carolina regional, as news editor and m.c. Mr. Jackson will conduct five daily newscasts for network, and emcee its *Zeke Daniels Show*.

JOHN CRAMER, writer on government and civil service affairs, has begun a series of government news broadcasts on WOL Washington, each evening at 6:25.

KENNY WASHINGTON, former professional football star with Los Angeles Rams and UCLA, has joined KMPC Hollywood as sports commentator.

VAN PATRICK, sportscaster, has been appointed sports director of WJR Detroit. He was formerly with WGAR Cleveland, WJR's sister station. Mr. Patrick handled U. of Michigan football broadcasts for WJR last fall.

BEN CHATFIELD, WMAZ Macon, Ga., news director, is the father of a boy, Ben Francis.

BRITISH UNITED PRESS has announced opening of three new bureaus at Edmonton, Calgary and Regina, all Canada. Selected to head Edmonton bureau was **GEORGE DOBIE**, formerly associated with news bureau's Winnipeg staff. **RICHARD WELSH**, who has been in Vancouver and Winnipeg bureaus, will manage Calgary office, while **KENNETH LAM**, whose background includes service on the Montreal, Winnipeg and Vancouver staffs, will head Regina operation. Addition of the three new bureaus brings BUP's Canadian offices to a total of ten.

QUINCY HOWE, CBS news staffer since 1942, has been appointed to cover news, education and opinion broadcasts for CBS-TV. Mr. Howe will have his own analysis video program Saturdays, 7:30-7:45 p.m., effective Jan. 22. He will serve, too, as moderator on *People's Platform*, *U. N.. Casebook* and other education and opinion telecasts. Prior to his association with CBS, Mr. Howe was a regular commentator for WQXR New York.

25 Years for Monti

TWENTY-FIVE years in prison and a $10,000 fine is the penalty Martin J. Monti, 27, former Air Force lieutenant, must pay for deserting to the Germans and making Nazi propaganda broadcasts during the war. Judge Robert A. Inch pronounced sentence in Federal Court, Brooklyn, last Monday after Mr. Monti had confessed to 21 acts of treason. An 11-page true bill charged that he had deserted his base in India Oct. 13, 1944, and later in Germany, under the alias of Martin Wiethaupt, had prepared and recorded commentaries and speeches for broadcasts in the European theatre.

Ideas THAT HAVE MADE MONEY FOR OTHERS . . . Will Make Money for YOU

FREE FULL MONTH'S SERVICE

HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH

Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 124
CHICAGO 10 ILLINOIS.
Please send me your full 30 days service without cost or obligation.

Name.....
Address.....
City..... State.....
Station.....

AP ELECTS 42

Total Radio Membership 977

FORTY-TWO additional stations were elected to Associated Press, bringing the total radio membership to 977, at the recent winter meeting of the AP board at Corpus Christi, Tex., it was announced by Oliver Gramling, AP assistant general manager. Among those elected are the six McClatchy stations on the Pacific Coast, KSTP at Minneapolis-St. Paul, WBRC Birmingham and KUSN San Diego.

The list:

Ala.—WBRC Birmingham; Alaska—KIBH Seward; Calif.—KERN Bakersfield, KMJ Fresno, KBEE Modesto, KFBK Sacramento, KWG Stockton, KGER Long Beach, KUSN San Diego, KTTV-TV Los Angeles; Colo.—KLMR Lamar; Ind.—WWNI Wabash; Iowa—KCOG Centerville, KAYL Storm Lake; Kans.—KGGF Coffeyville, KNEX McPherson; La.—KPLC Lake Charles, KRMD Shreveport; Md.—WMCP Baltimore; Mass.—WEIM Fitchburg; Mich.—WDET Detroit, WLDM Oak Park; Miss.—WSLI Jackson; Mo.—KFRU Columbia, KSIM Sikeston; Minn.—KSTP Minneapolis-St. Paul; Neb.—KTTH Alliance; Nev.—KOH Reno; N. H.—WLNH Laconia; N. M.—KENE Belen; N. C.—WMIT Charlotte, WHNC Henderson, WIRC Hickory, WPAQ Mount Airy; Ohio—WONE Dayton; Ore.—KWRO Coquille; Pa.—WQAN Scranton; S. C.—WGCD Chester; Tex.—KIMP Mt. Pleasant, KEYE Perryton, KTAN Sherman; W. Va.—WSAZ Huntington.

ABC Meetings

MORE than 150 representatives of ABC affiliates in Midwest and Southwest expected to attend network's annual meeting for Districts 2, 3 and 5 at the Ambassador East Hotel, Chicago, Jan. 27. ABC's New York headquarters is to be represented by Mark Woods, network president, and Robert E. Kintner, executive vice president.

Thomas F. Gannon

THOMAS FRANCIS GANNON, 64, vice president of Philip Morris & Co., New York, died Jan. 13 in Providence, R. I., after two-month illness. Mr. Gannon had been with American Tobacco Co., Liggett & Myers and Philip Morris, successively. He was elected vice president of PM in 1933.

ABC NEWS STAFF

Realigns Two Executive Posts

STREAMLINING operations of ABC's network news operations, Thomas Velotta, vice president in charge of news and special events, last week announced two executive realignments.

John T. Madigan, national news editor since June 1945, has been appointed ABC's director of news, and Paul Scheffels, manager for three years of the New York news room, has been named assistant to the vice president in charge of news and special events. Mr. Scheffels will continue his news room managership in addition to his new activities as assistant to Mr. Velotta.

Previous to his ABC association, Mr. Madigan was with NBC, the *Baltimore News Post* and the *Washington Daily News*.

Mr. Scheffels, prior to joining ABC, was with United Press in New York for nine years.

EATON ELECTED

Head of Conn. AP Group

TOM EATON, news director of WTIC Hartford, Conn., was elected president of the Connecticut Assn. of Associated Press Broadcasters at its organizational meeting Jan. 12 in Hartford.

Michael Goode, WNHC New Haven, was elected vice president and Paul V. Cochrane, APs Connecticut chief of bureau, secretary.

Others attending the meeting, held at the Hartford Club, included; Glover Delaney and Sereno B. Gammell, WTHT Hartford; Robert Maguire, WICC Bridgeport; Paul Morency, WTIC; Max Ryder and Walter Howard, WBRY Waterbury; Bernie Moore and Elliott P. Miller, WKNB New Britain; John Deme and Jack Purrington, WNOC Norwich, and Thomas Cunningham, AP, Boston.

Regrets at inability to attend were forwarded by William Elliott of WLIZ Bridgeport, and Sol Chain, WBIB New Haven.

TRANSIT FM

Cross Country, TV Service Mulled

TRANSITCASTING this year will become a regular service of transportation systems in 20 major markets, Richard C. Crisler, executive vice president of Transit Radio Inc. predicted last Monday.

The official of the Cincinnati firm offered the forecast during a Washington news conference called to announce the establishment of transit FM service in the Capital [BROADCASTING, Jan. 17].

Mr. Crisler declined to specify the additional cities in prospect. He intimated that in three major markets only the formality of contract-signing remained. Many others, he indicated, were approaching the pen-in-hand stage.

Plans of the Capital station, according to Ben Strouse, WWDC-FM general manager and a director of Transit Radio Inc., call for the start of installations Feb. 1 at the rate of three or four a day.

Ultimately all of Capital Transit's 1,203 busses and 729 trolleys will be equipped.

Washington became the eighth metropolitan area to radioize its bus and trolley system. Regular broadcast service also began last week from WBUZ-FM Bradbury Heights, Md., to the Washington, Maryland and Annapolis Motor Lines.

Although transit FM is, itself, just a growing child, Transit Radio officials have already considered the potentialities of transit TV, Mr. Crisler revealed.

No definite plans have been advanced for transit TV, but such a project has been discussed, Mr. Crisler said. He explained that technical problems on reception would preclude any immediate steps in television.

FM on cross-country busses has not been eliminated as a possibility.

A twin-crystal set has been developed for use on busses running between points 100 miles distant, Mr. Crisler disclosed. Under this system bus sets would receive signals from the station at the departure point for about 50 miles and then another crystal would be used for reception of signals from the station at the destination.

Another device in which Transit Radio currently has an interest is a "riderrater", being developed by the Doody surveying firm in St. Louis, Mo. to provide an actual count of riders on radio-equipped busses.

KFBK TO 50 kw

Using Special Transmitter

KFBK Sacramento, Calif., boosted its power early this month from 10 kw to 50 kw. The frequency remained the same—1530 kc. KFBK is owned by McClatchy Broadcasting Co. and is affiliated in ownership with *The Sacramento Bee*.

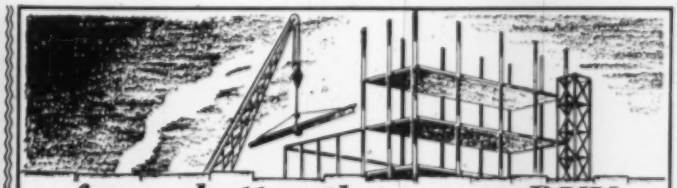
The new transmitter employs a basic type circuit developed by Henry Chirex of France, the outphasing system of modulation. Negative feedback, a distortion reducing circuit, thoriated filament high power tubes and other American developments also have been incorporated. Two 660-foot Franklin towers are being used.

LIFT TV BAN

In Wilmington Projects

A BAN on video sets in three housing developments under the Wilmington (Del.) Housing Authority was lifted last week. Matthew F. Judge, chairman of the six-man authority, said residents would now be allowed to have television sets provided the aerials were "on the ground and not in contact in any way with their dwellings."

Last December the WHA ordered two tenants evicted because they had television sets. Although some members of the authority reportedly were opposed to the ban, the agency had instituted the action for three reasons: (1) Occupants of low-rent housing units presumably could not afford expensive video sets; (2) television aerials could damage dwellings, and (3) the aerials might fall off the roofs and injure passersby.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

TWO HOGANS put their heads together at WCSH Portland, Me., to discuss a new information feature which started Jan. 17 under sponsorship of Fairbanks-Morse Co. John F. Hogan (r), news director, represented the station and John B. Hogan, promotion representative, the sponsor.

CCNY AWARDS

Trade Editors Are Judges

DR. JOHN GRAY PEATMAN, associate dean of City College of New York, and seven trade press editors will judge the fifth annual CCNY radio and television competition, the college announced last week.

Plaque and Certificate of Merit winners will be chosen by the committee, with radio entries in eight categories to be selected. Television awards will be made for the first time this year. Deadline for entries is Jan. 31.

The judges' committee, in addition to Dr. Peatman, includes: Victor Dallaire, radio editor, *Printers' Ink*; John H. Caldwell, assistant managing editor, *Sales Management*; Joe Koehler, editor, *Sponsor*; Lawrence M. Hughes, executive editor, *Advertising Age*; Frank Saunders, associate editor, *Tide*; Bruce Robertson, senior associate editor, BROADCASTING; and Val Adams, associate editor, *Radio Daily*.

Video Supplement

TO PREVIEW the added television fare which became available to WBEN-TV Buffalo televiewers with the opening of the East-Midwest coaxial cable link, the *Buffalo Evening News* carried a special television section on Jan. 6. The 26-page section covered a variety of subjects, including program availabilities, selection and placement of a set, production of remote programs, engineering information, pictures of the station and a picture spread on the making of a TV tube. The station and newspaper are affiliated in ownership.

Video Awards Group

THREE Hollywood television groups, Television Producers' Assn., Television Film Producers' Assn. and Academy of Television Arts and Sciences have formed joint executive committee to support Academy's first annual awards seminar Jan. 25 in Hollywood. Committee includes Mal Boyd, TPA president; Hal Roach, TFPA head; and Charles Brown, Academy president.

Technical

R. P. McGAUGHEY and GAYLORD E. DURHAM have joined KECA (TV) Hollywood transmitter television operations department. Mr. McGaughey transferred from ABC Hollywood studio and field engineering operations; Mr. Durham from network's daylight saving time engineering operations.

CLARENCE WESTOVER, formerly with engineering departments of NBC and CBS, has been appointed full-time executive secretary of NABET. HARRY E. HILLER, who held the post in addition to his duties as secretary-treasurer, will continue to serve in the latter position.

SOUND APPARATUS Co., New York, has announced production of a recording sound analyzer, models FR and FR-1. Analyzer records frequency analysis of a complex wave from 25 to 7,500 c. p. s. on a 4 inch wide calibrated scale. A permanent ink record is made on a frequency-calibrated longitudinal scale, which is calibrated linearly in equal 20, 40, 60, or 80 db divisions.

RCA Engineering Products Dept., Camden, N. J., has announced production of new attenuating coupler for microwave relay receiver adjustments in same location with television transmitter. Receiver can be tuned, aligned and checked for proper sensitivity, and signal-to-noise ratio, with an ordinary test bench setup.

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN **Jackson** MISSISSIPPI

The sky's the limit—in Jackson, Mississippi! The value of building permits issued by the city during 1948 showed an increase of $5 million over 1947 statistics, with new buildings accounting for the majority of the total valuation. Jackson is a healthy, growing market!

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Promotion

WPTR Albany, N. Y., is distributing a series of promotion pieces to advertising agencies and potential clients in conjunction with its weekly "Patroon of the Week" ads in BROADCASTING. Through the circulars and the "Fact of the Week" in its ad WPTR is telling the story of its facilities, and personnel, publicity and promotion. Pieces tell story in pictures, only copy being reprints of ads and notices of personnel changes in newspapers and magazines

Learning to Ad Lib

STUDENTS at Northwestern U. are learning ad lib techniques in an advanced announcing class, and at the same time providing WEAW (FM) Evanston, Ill., with an "off the record" program. Students make tape-recorded interviews with persons working at such Chicago sites as the Palmer House, Municipal Airport and Carnegie-Illinois Steel Corp., and these recordings are used by WEAW for its *Tour by Tape* series. The first show featured interviews with pedestrians crossing the Michigan Ave. Bridge.

Tee Up—And Drive

TO PUBLICIZE its new position on the dial (from 1230 to 1320 kc), CKNW New Westminster, B. C., has distributed a packet of golf tees to sponsors and agencies in the United States and Canada.

KIRO's Emissary

THE LUCIA BRIDES, two girls representing Seattle, Wash., and Stockholm, Sweden, helped cement Scandinavian-American relations last month. Girls were selected by their respective communities to participate in the "Bride of Light" festivals. When Seattle's Lucia Bride and emissary to Sweden, Asa Gudjohnson, was selected, KIRO Seattle made plans for radio coverage. Station executives arranged with Radiojanst (official Swedish radio) for transcriptions of Miss Gudjohnson's activities during the festival in Stockholm, plus a message from Sweden's Lucia Bride, Marianne Hylen. Miss Hylen came to Seattle to return Miss Gudjohnson's visit, and participated in a Swedish program on KIRO. A transcription of the program was sent to Stockholm so that listeners there might enjoy Miss Hylen's activities in the U. S.

Brand Names

BRAND NAMES Foundation, New York, has released a brochure devoted to awards given in the field of advertising "branded line" products. Attention is placed on the effectiveness of advertising of this type of merchandise on radio and in newspapers and magazines. Many of the department stores and specialty shops which are mentioned in the booklet are extensive users of radio time. The Foundation has presented "Certificate of Merit" awards to those stores covered for their advertising service and merit.

Coverage Index

FOLDER based on new Hooper Listening Area Index, showing audience distribution in 65 South Texas counties, has been issued by WOAI San Antonio. Maps, bar charts and percentage tables show listening preferences for morning, afternoon and evening programs in the area. In addition, two-color, four-page folder carries complete list of all stations audible in 65 county area.

Bananas, Bananas and More Bananas

WHEN KLZ Denver, Col., heard that the General Fruit Co. had an excess shipment of several hundred pounds of bananas, it sent Jim Bennett to investigate and see what he could do. Obvious solution was children. So, Mr. Bennett loaded a KLZ truck with bananas and took them to the children at Saint Clara's orphanage, Denver. Bananas, children and Mr. Bennett all enjoyed the venture.

Personnel

BILL YONAN has joined ABC's Central Division in Chicago as assistant sales promotion manager. Mr. Yonan replaces **DEAN LINGER**, who has joined WXYZ (ABC) Detroit as manager of promotion and publicity department.

SHERRIL TAYLOR, publicity director of KSL Salt Lake City, is the father of a boy, Mark.

RICHARD H. GOURLEY, formerly with WCLE Clearwater, Fla., has joined WSPD and WSPD-TV Toledo, Ohio, promotion and publicity department.

LEONARD G. ANDERSON, formerly audience and sales promotion director of Arrowhead Network in Wisconsin and Minnesota, has joined WKBH La Crosse, Wis., as promotion manager.

PHIL BALDWIN has been named promotion director for CKNW New Westminster, B. C.

WMPS
MEMPHIS
68
On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
YOU CAN HEAR THE DIFFERENCE
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

WJLD, WINN

Appeal Grants to Competitors

APPEALS from FCC decisions have been argued before the U. S. Court of Appeals for District of Columbia by WJLD Bessemer, Ala., and WINN Louisville, Ky. Both seek rehearings of Commission rulings which awarded facilities they sought to competitors.

WJLD appealed from FCC's grant of 850 kc to WTNB Birmingham, facility which it also sought [BROADCASTING, Oct. 11, 1948, Dec. 15, 1947]. WJLD asked switch from 250 w on 1400 kc to 1 kw night, 5 kw day on 850 kc. WTNB was granted that assignment, moving from 250 w on 1490 kc..

WINN protested the Commission's grant of new station on 1080 kc, 1 kw night, 5 kw day, to Mid-America Broadcasting Co. at Louisville as WKLO. WINN had asked for switch to that assignment from 250 w on 1240 kc [BROADCASTING, Nov. 17, Oct. 27, 1947].

The arguments were heard before Judges Bennet Champ Clark, E. Barrett Prettyman and James M. Proctor on Jan. 12-13. Franklyn K. Lane appeared as counsel for WJLD and Joseph F. Zias for WINN. Richard A. Solomon, chief of FCC's Litigation Branch, argued for the Commission on the WJLD case while Max Goldman, FCC assistant general counsel in charge of Litigation and Administration Division, handled the WINN case. Counsel for intervenors, WTNB and WKLO, respectively were John P. Southmayd and Andrew G. Haley.

WJLD contended FCC acted on an invalid application when it approved the WTNB request because the WTNB application had been sworn to before engineering portions were completed.

WINN charged FCC gave improper consideration to a previous grant to Mid-America in 1941 which had been given up and that FCC also improperly compared the program proposals of the two applicants.

WNNJ-FM

WWDX-FM Is Off the Air

WWDX-FM Paterson, N. J. went off the air permanently Sunday, Jan. 9, to permit construction of a new and more powerful FM station, WNNJ-FM Paterson, Dow H. Krukker Jr., president of both stations announced.

According to Mr. Krukker, who is also president of WPAT Paterson, the new FM outlet will be completed and will commence broadcasting later this month on 103.5 mc.

WWDX-FM was in operation for little more than a year, and operated on 107.1 mc. Its outstanding program features will be incorporated into the schedule of WNNJ-FM.

CHURCH FIRE

TV, AM Cover in Phila.

WHEN fire broke out in the 250-year-old First Baptist Church in the heart of Philadelphia's radio district, it received wide coverage from local stations. Telecasts were made by WPTZ and WCAU-TV while KYW gave aural coverage for its listeners. The WPTZ coverage also was carried by NBC to viewers in New York, Boston, Baltimore and Washington.

WCAU-TV broke in on its time, news, weather and music test pattern. Cameras were hastily located on the roof of the WCAU building and at a window in Studio D. A third camera, located on Chestnut St., covered fire apparatus, hose installations, crowd scenes and feeder lines.

A. W. Danenbaum Jr., WPTZ commercial manager, went into immediate action when he heard about the fire, although there were no cameramen, remote crews or engineers on hand. Ray Bowley, chief engineer, became operator of a rarely-used orthicon camera. This camera was mounted between two fire engines, on a parking lot less than 50 feet from the burning building.

In addition to its aural coverage, KYW turned on a video set in its street level window to present the WPTZ telecasts to throngs of onlookers who were kept from the fire by police. KYW also offered Dr. Ivan Rose, rector of the church, the use of its main studio, seating 200, for Sunday services.

WLSI PIKEVILLE

Kentucky Station Starts

WLSI Pikeville, Ky., was slated to take the air last Thursday, with formal opening ceremonies set for yesterday (Sunday). The station, a 1 kw daytimer on 900 kc, is owned by The Cumberland Publishing Co., W. J. Ward, president. The firm publishes the weekly *Pike County News*.

Included in program plans are community service programs, daily devotional services and Sunday services on a rotating basis from Pikeville's churches, news broadcasts every hour on the hour plus 15-minute broadcasts of UP news at 8 a.m., 12 noon and 6 p.m., national and local sports summaries, and musical programs.

WLSI staff includes: Mike Layman, manager; Al Hendershott, who will direct hillbilly and rural programs; Sidney Fraley, chief engineer; Guy Ferrell, engineer; Helen Layman, women's director and librarian; Nancy Tucker, bookkeeper; Don Moyer, announcer, and another announcer to be added shortly.

Z-BAR network in Montana held a presentation broadcast and dinner in honor of Mrs. Esther Hamel, winner of $25,000 first prize in Colgate-Palmolive-Peet Treasure Chest contest.

FCC Actions

(Continued from page 79)

Decisions Cont'd.:

WCED DuBois, Pa.; WGGG Gainesville, Fla.; WHIR Danville, Ky.; WHOP Hopkinsville, Ky.; WIL St. Louis; WJBC Bloomington, Ill.; WJNO (main and alternate main) West Palm Beach; WMMT McMinnville, Tenn.; WMOU Berlin, N. H.; WNNC Newton, N. C.; KFIO Spokane, Wash.; KLAS Las Vegas; KNUZ Houston; KRAI Craig, Col.; KRKN Fort Smith, Ark.; KSLO Opelousas, La.; KSUN Lowell, Ariz.; KWG Stockton, Calif.; WBBZ Ponca City, Okla.; WBVP Beaver Falls, Pa.; WCRO Johnstown, Pa.; WHBY Appleton, Wis.; WIKB Iron Mountain, Mich.; WMNB North Adams, Mass.; WQUA Moline, Ill.; WTNT Augusta, Ga.; WTOL Toledo; WWNF Concord, N. C.

KVOA Tucson, Ariz.—Granted renewal of license for regular period.

WWPG-FM Palm Beach, Fla. — Granted renewal of license for period ending March 1, 1951.

WHFB-FM Benton Harbor, Mich.—Same.

KWIL-FM Albany, Ore.—Granted renewal of license for period ending Sept. 1, 1951.

KSEO-FM Durant, Okla.—Granted renewal of license for period ending Dec. 1, 1950.

KOCS-FM Ontario, Calif.—Granted renewal of license for period ending June 1, 1951.

License Extension

WPIC-FM Sharon, Pa.—Present license extended on temp. basis to June 1, 1949.

WTSV Claremont, N. H.—Present license extended to June 1, 1949, pending receipt of renewal application.

WNDR-FM Syracuse, N. Y.—Present license extended to June 1, 1949, pending processing of renewal application.

January 18 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

WTNT Augusta, Ga.—CP to change from 1230 kc 250 w unl. to 920 kc 1 kw unl. DA-DN.

AM—1450 kc

KIND Independence, Kan. — CP change from 1010 kc to 1450 kc, change hours from D to unl.

AM—790 kc

KNEW Spokane, Wash.—CP change from 1430 kc to 790 kc, change from DA-DN to DA-N.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP increase power etc. for extension of completion date.

WSFA-FM Montgomery, Ala.—Mod. CP new FM station to change ERP from 29.7 kw to 10.65 kw, ant. height above average terrain from 760 ft. to 161 ft.

WDLB-FM Marshfield, Wis.—Mod. CP new FM station to change ERP from 1 kw to 250 w.

WBGE-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

WRWR Albany, N. Y.—Same.

WCOD Richmond, Va.—Same.

License for CP

WPIT-FM Pittsburgh — License to cover CP new FM station.

Modification of CP

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date.

WCPO-TV Cincinnati—Same.

WJAR-TV Providence, R. I.—Same.

TENDERED FOR FILING

Transfer of Control

WNBZ Saranac Lake, N. Y.—Involuntary transfer of licensee corporation, Adirondack Broadcasting Corp., to Thomas Durkin and Eugene Fitzpatrick, executors of will of John F. Grimes, deceased.

January 19 Decisions . . .

DOCKET CASE ACTIONS

AM—1230 kc

Announced final decision denying applications of Atlantic City Bcstg. Corp. and Strand Bcstg. Corp., both seeking new stations in Atlantic City, N. J., 1230 kc 250 w unl. (Comr. Sterling not participating).

AM—1230 kc

Announced final decision granting application of Coastal Bcstg. Co. for new station at Lakeland, Fla., 1230 kc 250 w unl., engineering cond. and subject also to cond. that Coastal shall not commence operation until WLOF Orlando, Fla., ceases to operate on 1230 kc and is licensed to operate on 950 kc, and denying application of Citrus Belt Bcstrs. Inc. for change in facilities of WSIR Winter Haven, Fla., from 1490 kc 250 w unl. to 1230 kc 250 w unl. (Comrs. Jones and Sterling not participating).

AM—560 kc

Announced final decision granting application of Hampden-Hampshire Corp. to change facilities of WHYN Holyoke, Mass., from 1400 kc 250 w unl. to 560 kc 1 kw unl. DA, subject to approval of trans. site and ant. system by CAA and further subject to any interference which may be received from operations proposed in applications of Atlantic Radio Corp., Boston; Bristol Bcstg. Co. Inc. (WNBH), New Bedford, Mass., or The Fairfield Bcstg. Co., Danbury, Conn., in event any of said applications are subsequently granted; and denied application of Pynchon Bcstg. Corp. for new station at Springfield, Mass. 560 kc 5 w unl. DA. (Comrs. Walker and Sterling not participating; Comr. Coy dissenting, voting for Pynchon).

AM—1220 kc

Announced final decision granting application of The D & K Bcstg. Co. for new station at Palo Alto, Calif., 1220 kc 250 w D, engineering cond. and denying application of Times-Star Pub. Co. for new station at Alameda, Calif., 1220 kc 1 kw D. (Comrs. Coy and Hennock dissenting; Comrs. Jones and Sterling not participating).

BY COMMISSION EN BANC

Assignment of License

KEVT Kerrville, Tex.—Granted assignment of permit and license from Leonard B. Brown to Walter T. McKay and Arthur Stehling, partnership d/b as Kerr County Bcstg. Co. for $70,143.

WELM Elmira, N. Y.—Granted assignment of license from James Robert Meachem to Corning Leader Inc. for $110,000.

Acquisition of Control

KITO San Bernardino, Calif.—Granted acquisition of control by Carl D. and Carl E. Haymond, father and son, resulting from purchase of 360 sh. (36%) of stock in San Bernardino Bcstg. Co. from Herbert L. Pettey and William B. Dolph for $45,000, which will give Haymond family 58.4% or majority control.

WNLK Norwalk, Conn.—Granted relinquishment of negative control by Benjamin Ginzburg in Norwalk Bcstg. Co. Inc., licensee.

Petition Denied

WRTB Waltham, Mass.—Adopted order denying Raytheon petition as supplemented requesting reconsideration and grant without hearing of its application for additional time to construct TV station WRTB and STA to operate 500 w trans.; ordered that hearing already scheduled be held in Washington Feb. 2 before Examiner Hugh B. Hutchison. At same time, Commission adopted memorandum opinion and order denying various related petitions filed by New England Theatres Inc. (Comr. Jones voted to grant petition of New England Theatres that Raytheon application be consolidated with hearings on applications for new TV stations in Boston).

January 19 Applications . . .

ACCEPTED FOR FILING

AM—1350 kc

John S. Booth, Corning, N. Y.—CP new AM station 1360 kc 1 kw D AMENDED to request 1350 kc.

AM—1260 kc

Bob Jones U. Inc., Greenville, S. C.—CP new AM station 740 kc 1 kw D AMENDED to request 1260 kc.

License Renewal

WLOF Orlando, Fla.—License renewal AM station AMENDED to show 1230 kc 250 w.

Transfer of Control

KODI Cody, Wyo.—Acquisition of control of Absaroka Bcstg. Co., licensee, by William J. and Dorothy R. Garlow from Breck and Elizabeth L. Moran.

KSFT Trinidad, Col.—Acquisition of control of The Trinidad Bcstg. Corp., licensee by Ellis P. Lupton from F. O. Schoembs and B. C. Bulson individually and as attorneys-in-fact for transferors.

KWIK Burbank, Calif.—Acquisition of control of Burbank Bcstrs. Inc., licensee, by James H. and Alice I. Furns.

WSON Henderson, Ky.—Acquisition of control of Henderson Bcstg. Co. Inc., licensee, by H. S. Lackey through retirement of 50 sh common stock to treasury by Pierce E. and Montana L. Lackey and Paducah Bcstg. Co., Inc.

KOKO La Junta, Col.—Transfer of control from E. O. Schoembs and B. C. Bulson, individually and as attorneys-in-fact for transferors to Ellis P. Lupton.

Modification of CP

KLMS Lincoln, Neb.—Mod. CP new AM station for extension of completion date.

WJBV-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

KECA-FM Los Angeles—Same.

KFI-FM Los Angeles—Same.

KDFC San Francisco—Same.

KNBC-FM San Francisco—Same.

KPRA Portland, Ore.—Same.

WMRI Marion, Ind.—Mod. CP new FM station to change ERP from 4.2 kw to 33.3 kw, ant. height above average terrain from 345 ft. to 300 ft.

License for CP

WABX Harrisburg, Pa.—License to cover CP new FM station.

KAGH-FM Pasadena, Calif.—License to cover CP for changes in FM station.

WSTC-FM Stamford, Conn.—Same.

License Renewal

WHLI-FM Hempstead, N. Y.—License renewal FM station.

FM—99.9 mc

WFMD-FM Frederick, Md.—CP to change from Channel 268 (101.5 mc) to Channel 260 (99.9 mc).

TENDERED FOR FILING

Assignment of License

WTRR Sanford, Fla. — Resubmitted application for assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reck.

SSA Extension

WNYC New York—Extension of SSA to operate additional time between 6 a.m. (EST) and sunrise at New York and between sunset at Minneapolis and 10 p.m. (EST) using DA designed therefor for period beginning March 2.

Transfer of Control

KVAI Amarillo, Tex.—Transfer of control from Lonnie J. and V. M. Preston and Alice Howenstine to R. G. Hughes.

KMAE McKinney, Tex.—Acquisition of control of McKinney Air Enterprises, licensee, by George W. Smith, Jr.

KIWW San Antonio—Relinquishment of control of The Good Neighbor Bcstg. Co., licensee, by Joe Olivares to Manuel Leal through sale of 15% interest.

KTRN-AM-FM Wichita Falls, Tex.—Request consent to appointment of Evan Mae Hanks as voting trustee for M. B. Hanks, deceased.

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 20

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,920	1,865	263		470*	280
FM Stations	704	225	699	34*	87	31
TV Stations	56	7	116		313	181

* 12 on the air. † Revised by FCC.

AM APPLICATIONS

El Dorado, Ark.—Davis M. Segal tr/as Cotton Belt Broadcasting Co., 1400 kc, 250 w, unlimited (Contingent upon KELD El Dorado being granted change of facilities); estimated cost $8,750. Mr. Segal owns KTFS Texarkana, Tex., and is general manager of that station. Filed Jan. 19.

Quanah, Tex.—Orville L. Jenkins, 1150 kc, 250 w, daytime; estimated cost $11,525. Applicant is owner Jenkins Radio and Appliance Co., Chickasha, Okla. Filed Jan. 14.

Poughkeepsie, N. Y. — Mid-Hudson Bestrs. Inc., 1390 kc, 1 kw, daytime; estimated cost $41,066.50. Principals: Harold W. Cassill, former general manager of WKIP Poughkeepsie and WGNY Newburgh, N. Y., and now publisher Forest City (Iowa) Summit, president-treasurer and 58.66% owner; Nathan L. Reifler, president-treasurer Electra Supply Co., local wholesale electrical products firm, vice president 15%; George R. Bennett Jr., president The Federal Bearing Co. and Schats Mfg. Co., steel bearings makers, 9%; David R. Clarkson, personnel interviewer, International Business Machines Corp., Plant #2, secretary 6.66%; Harold A. Hennig, announcer WABY Albany, 1%. There are eight other stockholders, all Poughkeepsie business and professional men. Filed Jan. 18.

Schenectady, N. Y.—Public Service Broadcasting Corp., 1240 kc, 250 w, unlimited (Requests facilities of WSNY Schenectady, see story BROADCASTING, Dec. 20, 1948) estimated cost $15,700. Principals: George R. Nelson, head of George R. Nelson Inc., Schenectady advertising agency, and formerly vice president-general manager WSNY, president-general manager and 40% owner; William G. Avery, until retirement president of Industrial Bank of Schenectady and former secretary-treasurer of WSNY, secretary-treasurer 2%, and Edward F. Flynn, former WSNY program director, vice president-station manager 2%.

Other stockholders in Public Service Broadcasting include: Charles Parsons, Amsterdam, N. Y., 10%; Bernard Koehler and John Cummings, Schenectady auto dealers, respectively 3% and 5%; Sharon Mauhs, Schoharie County Assemblyman, 0.2%; Mayor Owen Begley of Schenectady, 0.5%; Schenectady County Clerk Carroll A. Gardner, 0.2%; Schenectady Housing Administrator John M. Gathan, 0.2%; Joseph A. Field, stockholder in WSNY, 3%; William Carpenter, former WSNY sports director, proposed program director 2%; and other former WSNY employes Richard Van Patten, Sybil M. Neher, Anne Pratt, Robert S. Cragin, Jack Rourke and Alic Pach. Each of latter holds less than 1% excepting Alic Pach who holds 3%. Filed Jan. 18.

CFAC TV MEET

Video's Potential Viewed

EXECUTIVES of three Chicago TV stations discussed television's potential at a video session Wednesday evening which was part of an evening instruction series sponsored by the Chicago Federated Advertising Club. Norman Lindquist, television director at Malcolm-Howard Agency, conducted the meeting.

Jonny Graff, program director at WBKB and former television and motion picture director for Donahue and Coe, New York, discussed programming processes. He pointed out that a good video feature must "project to the audience, and must have real personalities."

The future of TV and advertising agencies is tied closely together, said George Garvey, sales manager of WGN-TV. He urged station men to get advertising people to buy video sets, observing that one can "only get the feeling and scope of video first hand."

Jerry Vernon, coordinator of sales at WENR-TV, listed reasons why advertisers and agencies are delaying entrance into TV. "Perhaps it came too fast, or that some are reluctant to gamble on a new medium," he said. He noted that factors normally used to evaluate the possible success of a television program seldom "tell the whole story."

Mr. Lindquist, who organized the class and panel at the request of the CFAC, explained the types of video commercials, ranging from inexpensive studio easel cards to more elaborate sound movies.

At Deadline ...

STRESS VALUE, NOT PRICE IN COPY, KOBAK URGES

VALUE rather than price should be emphasized in copy, MBS President Edgar Kobak told Grand Rapids Advertising Club at dinner Friday. Speaking at conclusion of club's first annual forum, he stressed that truth and good taste in advertising are more important than ever.

Advertising in 1949 must "calm the fears and uncertainty which people seem to have" about American way of life, Mr. Kobak said, continuing that "the advertiser who in the next year or two takes liberties with truth in advertising is taking a big chance." He explained that "the advertiser who neglects the highest professional standards, particularly in good taste, and is less than 100% honest, is flirting with failure."

Mr. Kobak recommended three campaigns for advertisers in 1949: To reassure consumer about America's economic outlook and way of life; to stress unity of its people despite factional battling, and to show "fears" and "sacrificing" of people's living standards tend to retard economic stability.

ADVERTISING CAN SAVE BUSINESS, SAYS MORTIMER

ADVERTISING has undergone "sudden, bewildering change" in recent years, Charles G. Mortimer Jr., vice president of General Foods Corp., declared in address delivered before Chicago Federated Advertising Club. "Our beloved youngster is no longer a gangling kid, but a man. He has acquired responsibility. He can't turn back," said Mr. Mortimer, who is chairman of Advertising Council.

Forecasting rough time for business in 1949, he asserted that "if business is ever to start swimming for the life raft—now is the time to dive in." He expressed hope that advertising industry may save day because "since Pearl Harbor it has been found capable of performing miracles. Advertising's power in the realm of ideas has been revealed for all to see."

RETAINS RADIO PROPERTIES

ALTHOUGH Mrs. Dorothy S. Thackrey has relinquished co-editor and co-publisher posts at *New York Post Home News*, she is continuing her activities in connection with her radio properties, WLIB New York, KLAC Los Angeles and KYA San Francisco, her husband, Ted O. Thackrey told BROADCASTING Friday. Mrs. Thackrey is sole owner of stations. Mr. Thackrey is now *Post's* editor and publisher.

LOST COUGH

WMCA New York's *Man With a Cough* lost its cough Friday night after American Federation of Radio Artists ruled cough is dramatic art and calls for actor at $6 to $12.50 scale. To point up treatment of tuberculosis subject on "Inside New York" series, station planned to have announcer inhale, exhale, then cough. This would be followed by announcement of tuberculosis program. But union held announcer could only read what was before him, that cough couldn't be written, and that actor would have to do job. Station eliminated cough, spokesman said, harrumphing.

DISTRICT 6 NAMES CARMAN TO ABC COMMITTEE

FRANK C. CARMAN, president of KUTA Salt Lake City, reelected to represent District 6 on ABC's Station Planning & Advisory Committee and William C. Grove, manager of KFBC Cheyenne, elected alternate from Mountain District.

ABC executives headed by President Mark Woods and Executive Vice President Robert E. Kintner will convene Jan. 27 in Chicago at Ambassador East hotel with 150 representatives from ABC stations in Districts 2, 3, and 5 of Central, Middle and Southwestern states. It will be third in series of meetings held by network with affiliates.

Other ABC executives to attend Chicago meeting: Joseph A. McDonald, vice president and general attorney; Ivor Kenway, vice president in charge of advertising, promotion and research; Ernest Lee Jahncke, vice president in charge of stations; Otto Brandt, national director of station relations; James Connolly and William Davidson, station relations.

NAB CONVENTION BANQUET

ANNUAL industry banquet will be held Tuesday, April 12, closing day of two-day NAB Management Conference to be held April 11-12 at Stevens Hotel, Chicago. Registration scheduled Sunday, April 10. Details of convention to be arranged Feb. 3 by Convention Sites & Policy Committee, headed by Howard Lane, WJJD Chicago. Meeting to be held at NAB Hdqrs., Washington. (Editor's Note—NAB inadvertently announced convention date as April 9-11 in Jan. 24 *NAB Reports*, due to typographical error.)

UNIFORM TV FILM CONTRACT

MELVIN L. GOLD, National Television Film Council president, will present uniform TV film exhibition contract for consideration by Television Film Conference being held today (Jan. 24) at Biltmore Hotel, New York. If conference approves it, NTFC will send copies to all TV stations and film companies for ratification and adoption. One-day conference also will include station directors panel on films and a film business panel. One of luncheon speakers will be R. J. Rifkin of Ziv Television.

9 NEW BMB SUBSCRIBERS

NINE new subscribers to BMB bring its total, as of Jan. 20, to 811. Present total comprises 657 AM, 133 FM and 13 TV stations, BMB announced. Four national networks and four regional networks make up balance. Newest subscribers: KSUE Susanville, Calif., KWGB Goodland, Kan.; WMTC VanCleve, Ky., WNOE New Orleans, KFSB Joplin Mo., KFEQ St. Joseph, Mo., WVOT Wilson, N. C., KRUN Ballinger, Tex., and KOSA Odessa, Tex.

FITZGIBBONS HEADS WXLW

L. O. FITZGIBBONS, former commercial manager of WOC Davenport, Ia., named general manager of WXLW and WXLW-FM Indianapolis. Edward Lockwood becomes chief engineer, leaving WKAY Glasgow, Ky. He formerly was at WLW. Stations to occupy new studios Feb. 1 in Indianapolis Athletic Club.

ANA FORMS GROUP FOR BMB RE-EVALUATION

TO STRENGTHEN advertiser assistance projected re-evaluation of Broadcast Measurement Bureau, board of Assn. of National Advertisers authorized formation of Radio Committee at meeting in Chicago. Action stemmed from BMB request that its three sponsoring organizations examine their research requirements and determine which could be best met by tripartite operations.

Imperative need "for reliable and uniform measurements both for television and AM" voiced by ANA Board Chairman W. W. Connolly of S. C. Johnson & Sons. Situation in radio today requires attention of such a new committee, he indicated, which is different from present Radio Council of National Advertisers dealing primarily with talent and labor relations.

MEXICO CONFERENCE MAY LAST INTO MARCH

PROSPECTS for completion of Mexico City International High-Frequency Broadcasting Conference by Feb. 1 goal considered slim, according to State Dept. and industry authorities. Their estimates range from mid-February to mid-March.

In effort to speed completion, conference has deferred consideration of all periphery subjects to Feb. 1 except American plan for frequency allocations among nations, which was presented last week.

ENTER 'GAG' TRIAL

AMERICAN Civil Liberties Union and Civil Liberties Union of Maryland desire to intervene in "Baltimore Gag" trial to be held Wednesday in Baltimore Criminal Court (early story page 28). Two groups object to Baltimore court rules restricting news about crime.

ANA ELECTS BOUCHER

KENNETH BOUCHER, advertising manager of Hawaiian Pineapple Co., San Francisco, elected to Assn. of National Advertisers board of directors.

Closed Circuit

(Continued from page 4)

that tentative formula has been reached whereby by major types of maintenance and repair work will belong to IBEW; minor maintenance and operation of equipment to IATSE. Members of either union would be interchanged as the types of work change. Formula follows that worked out by same unions in movie field.

IF SOME Congressional noses are out of joint, it can be ascribed to apparent disregard of protocol at Federal Communications Bar Assn. annual dinner Jan. 14. Senate Commerce Committee Chairman Edwin C. Johnson (D-Col.), Ranking Minority Member Chas. W. Tobey, N. H., Ranking Democrat Ernest W. McFarland, Ariz., and Republican Clyde M. Reed, Kans., evidently hadn't been invited by association. Former Sen. Burton K. Wheeler did honors, as member of association. They sat in audience—not at head table.

PLAN NOW in works for top-ranking comedian to conduct 24-hour television show to aid major fund-raising campaign. Project would follow pattern of similar radio round-the-clock charity shows, aiming appeal at different groups during different segments of day and night.

OPERATION:
KNOWLEDGE

No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

WLW

THE NATION'S [illegible] MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation